

Names: _____

Period: _____

Topic: _____

Quarter 4 – PSA Video Rubric

| | 1-4: Doesn't | 5-6: Partially | 7-8: Meets | 9-10: Exceeds |
|-------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Length | Video is less than :15 seconds or over 3:00 minutes. | Video is between :15 and :29 seconds <i>or</i> over 2:00 minutes. | Video is between :30 and :49 seconds <i>or</i> over 1:30 minutes. | Video meets the 1:00 minute requirement. (:50 – 1:30) |
| Persuasive Techniques | No persuasive techniques were used. | The only persuasive technique used is the call-to-action. | 2-3 persuasive techniques are used. | 3-4 effective persuasive techniques are used. |
| Relevant Information | No information included. | The only information included is the call to action. | Some information is included to persuade action from the audience. | Video uses relevant information (such as facts and statistics) to inform the audience of the seriousness of the issue and persuade action . |
| Creativity | Video is silly and/or the project is not taken seriously. | Video is taken seriously, but is lacking either originality or creativity. | Video grabs the audience's attention through creative ideas. | Video grabs the audience's attention and leaves a lasting impression through original and creative ideas. |
| Video Production and Quality | Video is filmed in one shot with no editing done. | Only some editing is done. Video is either choppy, hard to hear, or blurry. | Transitions, audio, and background sounds, etc. are used, but they sometimes detract from the message. | Video has a professional feel to it. Audio is easy to hear , video is clear to see , transitions are present, and all are used to enhance the message. |
| Call to Action | Call to action is not included. | Call to action is any of the following: not related to the topic, not easy to understand, or not a real solution. | Call to action is included and related to the issue. | Call to action is clear and easy to understand, related closely to the issue of the video, and a real solution . |
| Total | | | | /60 |

Comments: