

Team Name:

Rubric Title: PSEG Public Service Announcement Rubric
Instructions: Indicate the number of points awarded for each Section. For Section 1 and Section 2, the highest points awarded for each area assessed would be 12. For Section 3, the highest points awarded for each area assessed would be 8.

Section 1 Content	12	9	6	3
Effectiveness Score _____	creates a compelling story beyond facts and figures, makes a personal connection	creates a compelling story beyond facts and figures, does not make a personal connection	shares only facts and figures with no story, makes a personal connection	shares little facts and figures, does not make a personal connection
Presentation Score _____	graphics and setting are appealing, overall image coincides with message, students demonstrate use of presentation skills	graphics are appealing, setting is realistic, overall image coincides with message, presentation skills are average (not speaking enthusiastically)	graphics are mediocre, the overall image does not connect with message, students do not speak loudly and confidently	there are no graphics/student is difficult to hear
Message Score _____	targets appropriate audience, inspires viewers to take action to protect the environment and promote energy efficiency in recognition of Earth Day, students seem genuine in their message	targets appropriate audience, inspires viewers to take action to protect the environment and promote energy efficiency in recognition of Earth Day, however, lacks a connection to the audience	targets appropriate audience, lacks enthusiasm and therefore does not inspire viewers to take action to protect the environment and promote energy efficiency in recognition of Earth Day	does not have a target audience, fails to inspire viewers to take action to protect the environment and promote energy efficiency in recognition of Earth Day
Originality Score _____	PSA reflects original ideas while creating a fresh, unique product. The creativity is exceptional	PSA reflects an average degree of student creativity and use of original ideas	PSA reflects minimal creativity and minimal originality.	PSA is missing creativity and originality

Section 2 Technical Aspects	12	9	6	3
Visual Score_____	images are clear and crisp, lighting is appropriate and effective, students present themselves as rehearsed and ready	images are good, lighting is average, students present themselves as rehearsed and ready	images are shadowy, lighting is dull, students present themselves as needing more time to rehearse	images are unclear, lighting is dark, students seem unprepared
Communication Score_____	message is understandable	most of message is clear and understandable	most of the message is not clear and not understandable	message is not understandable
Editing Score_____	edits are seamlessly made throughout to create a logical progression of story, audio and video are well-synced	edits are made throughout with little interruption to create a logical progression of story, audio and video are well-synced	edits are made throughout, but it is choppy with little progression of story, audio and video are well-synced	edits are made but it creates a choppy effect, it lacks sequence and cohesiveness
Section 3 Contest Rules	8	6	4	2
Score_____	PSA is 30-45 Seconds	PSA is 46-55 Seconds	PSA is less than 30 Seconds	PSA is more than 55 seconds
Score_____	PSA is created by team of 1-4 members and complies with all other Official Rules, It is clear that this is a team effort, with everyone contributing equally.	PSA is created by team of 1-4 members and complies with all other Official Rules, but does not appear to be an equal team effort		
Total Points				