

## Unit:PSA Campaign

Unit By Design Rubric for TV SPOT

Project Title:

		3	2	1	0
1	Script (x3)	The script/goal of the program is clear, interesting, and effective (powerful message) throughout the entire program	The script/goal of the program is a little unclear throughout the spot, but ends with a clear, powerful message	The script/goal of the program is unclear and ineffective	
2	Original Tag Line	Original tag line is included in the spot and clearly displayed	A tag line is included in the spot, but it is not original	Group identified a tag line (not original) and did not include it in the spot	
3	Call To Action	Group created a clear call to action and appropriately and clearly displayed it in the spot	Group created a call to action but it is not displayed clearly in the spot	Group identified a call to action, but did not include it in the spot	
4	Length	The spot is 27 seconds in total length	The spot is 28-30 or 24-26 seconds in total length	The spot is less than 24 seconds or more than 30 seconds in total length	
5	Audio	All audio (music, voice overs, SFX, etc.) included in spot are appropriate and of good quality (timing, choice/effectiveness, volume, clarity, fade in/out when necessary). The audio enhances the flow/effectiveness of the spot	Audio is of good quality but is a little distracting, choppy, inappropriate, and/or unnecessary	Audio is distracting, choppy, inappropriate, and/or unnecessary and missing 3 or more aspects of good quality	
6	Shot Compositions (x2)	There is a variety of different shot compositions included in the spot. Composition is framed correctly, shots are steady and in focus	A variety of different shot compositions are included in the spot, shots are framed correctly, but are shaky or out of focus at times	There is no variety in shot compositions, shots are improperly framed, not steady, and out of focus	
7	Transitions	Transitions were used properly at appropriate times throughout the spot. Transitions enhance the flow of the spot. The spot fades in at the beginning and fades out at the end.	Transitions throughout the spot are distracting (unnecessary, inappropriately placed, wrong choice of transition) <b>OR</b> the spot does not fade in at the beginning and/or fade out at the end.	Transitions throughout the spot are distracting (unnecessary, inappropriately placed, wrong choice of transition) and sloppy (jump cuts are visible between the transitions) <b>AND</b> the spot does not fade in/out at the beginning/end	
8	Editing/ Titles	Editing is clean (shots are cut/cropped neatly and placed in the proper places and the program has a good flow), and effective, and titles are clearly presented and of good quality (good choice of color, font, size, placement on screen, timing)	Editing is clean (shots are cut/cropped neatly and placed in the proper places and the program has a good flow), titles are occasionally unclear and/or missing up to two components of good quality	Editing is somewhat messy (jumpcuts, choppy, unnecessary shots are visible, etc.) and titles are clearly presented and of good quality	
9	Copyright	All work is original or from a copyright-free source (including music, photos, and video)		Not all work is original or from a copyright-free source.	
10	Consistent with Campaign	Ad is highly effective and complete. It is consistent with the feel and message of the overall campaign and enhances the effectiveness of the campaign (message).	The ad is generally effective and somewhat consistent with the message of the campaign.	Ad is ineffective as part of the campaign. It works only as a stand-alone ad and does not enhance the campaign or is not consistent with the campaign.	
<b>Program Title:</b>		<b>TOTALS:</b>		<b>out of 39</b>	