

PSA Title: _____ Topic/Category: _____ Pd: _____

Group members: _____

Appropriateness					
<ul style="list-style-type: none"> feelings of others are respected, people are treated with dignity, language, music and visuals are appropriate for a high school audience. 		PASS (4)		FAIL (0)	
Public Service Announcement Topic Concept		Rate – 3 excellent, 2 ok, 1 poor, 0 missing			
<ul style="list-style-type: none"> is educational 		3	2	1	0
<ul style="list-style-type: none"> is relevant to a high school audience 		3	2	1	0
<ul style="list-style-type: none"> provides insight into the topic 		3	2	1	0
<ul style="list-style-type: none"> is an original idea 		3	2	1	0
<ul style="list-style-type: none"> is interesting, entertaining, engaging, and/or evokes emotion 		3	2	1	0
Concept Score		out of 15			
Content		Rate – 3 excellent, 2 ok, 1 poor, 0 missing			
<ul style="list-style-type: none"> presents interesting, accurate information and/or statistics 		3	2	1	0
<ul style="list-style-type: none"> language is used properly and effectively 		3	2	1	0
<ul style="list-style-type: none"> images/video relates well to the content 		3	2	1	0
<ul style="list-style-type: none"> actor(s) behave professionally on camera 		3	2	1	0
<ul style="list-style-type: none"> message is clear 		3	2	1	0
Content Score		out of 15			
Technical Aspects		Rate – 3 excellent, 2 ok, 1 poor, 0 missing			
<ul style="list-style-type: none"> stable, smooth camera movements 		3	2	1	0
<ul style="list-style-type: none"> framed well (good shot compositions) 		3	2	1	0
<ul style="list-style-type: none"> is clearly visible with good lighting 		3	2	1	0
<ul style="list-style-type: none"> sound is clear and understandable 		3	2	1	0
<ul style="list-style-type: none"> video is edited effectively, flows well 		3	2	1	0
<ul style="list-style-type: none"> titles used effectively 		3	2	1	0
<ul style="list-style-type: none"> transitions used effectively 		3	2	1	0
<ul style="list-style-type: none"> completed in a timely manner 		3	2	1	0
Technical Score		out of 24			
Presentation		Rate – 3 excellent, 2 ok, 1 poor, 0 missing			
<ul style="list-style-type: none"> is organized and flows well 		3	2	1	0
<ul style="list-style-type: none"> delivery is clear, understandable, appropriate language 		3	2	1	0
<ul style="list-style-type: none"> shared all required topics 		3	2	1	0
<ul style="list-style-type: none"> each group member has an equal speaking part 		3	2	1	0
Presentation Score		out of 12			
TOTAL Score		out of 70 points			

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