

PSA Rubric
 Topic:
 Group Members:

	Needs Work	Satisfactory	Outstanding
Message, Audience & Purpose	<ul style="list-style-type: none"> • Message is unclear • Message leaves no impression on the viewer and is inappropriate for the intended audience or audience is unclear • The purpose of the PSA is unclear • There are many things in the PSA that do not appear to be there for a specific reason 	<ul style="list-style-type: none"> • Message is clear • Message leaves little impression on viewer and some parts are inappropriate for intended audience • The purpose of the PSA is clear • Most things in the PSA are there for a reason 	<ul style="list-style-type: none"> • Message is very clear • Message leaves a lasting impression on the viewer and all parts are appropriate for intended audience • The purpose of the PSA is very clear • Everything in the PSA is clearly there for a reason
Support & Details	<ul style="list-style-type: none"> • No research, statistics or specific details are included in the PSA 	<ul style="list-style-type: none"> • Some research, statistics and specific details are included in the PSA • There is some connection between the details in the PSA and the message of the PSA 	<ul style="list-style-type: none"> • A lot of research, statistics and specific details are included in the PSA • There is a very clear connection between the details in the PSA and the message of the PSA
Creativity & Execution	<ul style="list-style-type: none"> • Use of images, special effects, text/superscript, editing, etc, are not very creative and include very few original ideas • The execution of the PSA reflects little/no attention to creating a quality product 	<ul style="list-style-type: none"> • Use of images, special effects, text/superscript, editing, etc, are creative and include some original ideas • The execution of the PSA reflects some attention to creating a quality product 	<ul style="list-style-type: none"> • Use of images, special effects, text/superscript, editing, etc, are very creative and include many original ideas • The execution of the PSA reflects a lot of attention to creating a quality product