

Government Public Service Announcement (PSA) Rubric

Criteria:	All criteria are met thoroughly on the PSA.	All criteria are met on the PSA.	Most of the criteria are met on the PSA.	More work needs to be done on the PSA.
Images	The images chosen match the message extremely well and enhances the PSA.	The images chosen are appropriate for the message.	The images chosen sometimes match the message.	The images chosen rarely match the message.
Organization	The organization of the PSA has a beginning, middle, and ending with flow between each part.	The organization of the PSA shows a beginning, middle and ending.	The organization of the PSA has parts of a beginning, middle, and ending.	The organization of the PSA is missing parts or is disjointed.
Content	The message is strong, extremely easy to understand, and accurate.	The message is easy to understand and follow, and accurate.	Most of the message is understandable, and accurate.	The message is very hard to understand, and there are some inaccuracies in the PSA.
Audience Reaction	The audience is very intrigued through out the PSA.	The audience is attentive through out the PSA.	The audience becomes confused and loses focus at different parts but becomes engaged again as the PSA progresses.	The audience loses focus near the beginning of the PSA and does not become interested.
Preparation		The storyboard has all the required elements filled in on each of the slides in order to create the PSA.	The storyboard has the majority of the required elements filled in on each of the slides in order to create the PSA .	The storyboard is missing elements to create the PSA and needs to be completed before moving to creating.