

Public Service Announcement Rubric

Grade Category	1	2	3	4	Total
Sequencing	Single shot. No change of angles.	One or two types of shots and/or angles.	Good variety of shots. No change of angles.	Good variety of shots AND angles.	
Camerawork	Not steady. Shakes during every shot. Unplanned focus and color	Shakes most of the time. Some unplanned moves.	Shakes once or twice. Most pans and zooms are planned.	No shaking at all. Smooth pans and zooms. Focused and White Balanced. Selective Focus	
Editing	No titles or black at beginning and end. Jump cuts. Doesn't flow. No color grading.	Titles and beginning/end black exist. Some use of effects and/or transitions, but some clips do not flow together well. Some color grading/fixing and exposure adjustments.	Well-timed titles and beginning/end blacks. Effective use of transitions between clips and other effects. Good color grading/fixing and exposure adjustments.	Well-timed & well-chosen titles and beginning/end blacks with aesthetics that are appropriate for your content. Smooth and professional pacing throughout. Stylized, professional-looking images due to color grading/fixing and exposure adjustments.	
Sound Quality	Poor audio. Music doesn't match, not mixed well.	Part of mix is poor-either too loud or soft.	Good overall audio mix, but some voiceovers may lack clarity and/or the appropriate intonation. Well-chosen background music that supports your message and content.	Great audio, mixed well throughout. Voiceovers sound professional with the right intonation. Background music selection enhances your message and content.	
Product Creation and Effective Communication	Your final product shows little consideration for context or purpose. Ideas are not clearly conveyed.	Your camerawork, sequencing, and editing produce uneven results; as a result, the PSA communicates your ideas with a vague sense of purpose.	You communicate important ideas for a given purpose through skillful camerawork, sequencing, and editing. You demonstrate an awareness of audience, clearly conveying the message of your PSA by choosing which video editing features will effectively communicate that message.	You powerfully communicate important ideas for a given purpose through skillful and artful camerawork, sequencing, and editing. You demonstrate a strong awareness of audience, expertly crafting the message of your PSA and purposefully combining various video editing features to deliver your message.	

Total _____ / 20

Scoring:

20 pts = 100
 19 pts = 97
 18 pts = 95
 17 pts = 92
 16 pts = 89
 15 pts = 87

14 pts = 84
 13 pts = 81
 12 pts = 79
 11 pts = 76
 10 pts = 73
 9 pts = 71

8 pts = 68
 7 pts = 65
 6 pts = 63
 5 pts = 60