

Group Members

Per.

Public Service Announcement Rubric/Checklist

Requirements (PSA)	Fails To Meet	Meets	Exceeds
<p>Time Duration: Project meets the required time duration: :30 :60 or :90 seconds (15 points) Fails to meet - 4 - 10 seconds or more off the time required Meets - 1 - 3 seconds off the time required Exceeds - Exactly :30/60 or 90 seconds.</p>			
<p>Filming Technique: Proper Video Filming Techniques are evident (use of a tripod, good composition and framing, stable footage Shot Horizontally (phone camera). No shaky shots or awkward zooms. Continuity is present if it applies. Good Pacing (15 points)</p>			
<p>Audio: Any dialogue can be clearly heard and understood. External mics were used when needed. Music and sound effects are present when needed to enhance the overall quality and tone of the project. Project is free of audio distractions, audio volume level problems. (15 points)</p>			
<p>Text: All text choices can be easily read by a first time viewer. Contrasting font color is used (light on dark or dark on light) Appropriate readable size /font choice is used. Any text is on the screen long enough to be comfortably read by the audience. (15 points)</p>			

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Directions were carefully followed throughout the project, especially for the creation, naming, exporting and submission of the project file. (10 points)			
Storyboarding: Storyboards were developed PRIOR to filming. *Required: a) a visual sketch, b) a written description of the action taking place, c) specific location, d) type of shot (Wide, close up etc.) e) the approximate time duration of the shot.(15 pts)			
Target Audience: A specific target audience is clearly identified after viewing the PSA. Answers the question “Exactly who are you trying to reach?” (15 points)			
Message/Goal: A specific message or goal to the target audience is clearly evident. Answers the question - “What do you want them to do?” Should align with the site or phone number that you direct them to at the end. (15 points)			
PSA Effectiveness: The PSA video that was produced aligns clearly with the target audience and the intended goals. It reaches the audience in a credible, creative and authentic way that persuades them to do what you wanted them to do. (15 pts.)			