

Public Service Announcement Grading Rubric

Criteria (avg. points)	Advanced (20)	Intermediate (18)	Proficient (15)	Basic (10-12)
<i>Content</i>	Covers topic in-depth with details and examples. Subject knowledge is excellent. Evidence of genuine learning – others find work useful and benefit from this product.	Includes essential knowledge about the topic. Subject knowledge appears to be good.	Includes essential information about the topic but there are 1-2 factual errors. New learning for student only – not developed or useful for others.	Content is minimal OR there are several factual errors. New learning not evident – not developed or useful for student or others
<i>Originality</i>	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.
<i>Message</i>	Message clear persuasive and compelling. Student creates an original, accurate and interesting PSA that adequately addresses the chosen issue.	Message clear and convincing. Student creates an accurate PSA that adequately addresses the chosen issue.	There is a message but lacks enough interest to be compelling. Student creates an accurate PSA but it does not adequately address the issue.	Message is confusing and not persuasive. The PSA is not accurate.
<i>Fair Use</i>	All text /music, etc. is the original work of the student other than appropriate citations.	Portions of information/work author's own words other than appropriate citations. There are some minor issues with copyright and fair use.	Most PSA is original but some material is used without permission or in violation of copyright.	Majority of information/work not in author's own words. Citations not acknowledged and is in violation of copyright.
<i>Use of Class Time</i>	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others