

Public Service Announcement Grading Rubric

Hour _____

Student Names: _____

Student Names: _____

Final Standard Score: 1 2 2.5 3 3.5 4

PSA					
	Poor 1 pts	Fair 2 pts	Good 3 pts	Excellent 4 pts	Score
Content	<p>Poor</p> <p>Students showed no understanding of the content and included no factual information to persuade audience.</p>	<p>Fair</p> <p>Students showed little understanding of the content and included some factual information to persuade audience.</p>	<p>Good</p> <p>Students showed understanding of the content and included mostly factual information to persuade audience.</p>	<p>Excellent</p> <p>Students showed full understanding of the content and included factual information to persuade audience.</p>	
Music / Audio	<p>Poor</p> <p>No Music or Lyrics are included in the presentation.</p>	<p>Fair</p> <p>Music used was fair and conveys little awareness of the societal issue. Lyrics are included but do not emphasize the societal problem.</p>	<p>Good</p> <p>Music used was good and conveys some awareness of the societal issue. Lyrics are included and emphasize some meaning of the societal problem.</p>	<p>Excellent</p> <p>Music used is excellent and conveys awareness of the societal issue. Lyrics are included and emphasize meaning and importance for your societal problem.</p>	
Directions	<p>Poor</p> <p>Students did a poor job follow directions. Many items are missing and presentation is not complete.</p>	<p>Fair</p> <p>Students were fair following directions in completion of presentation. Included, text, number of slides, images, statistics, quotes, conclusion and cited sources. Missing 1-4 items.</p>	<p>Good</p> <p>Students were good following directions in completion of presentation. Included, text, number of slides, images, statistics, quotes, conclusion and cited sources. Missing 1-2 items.</p>	<p>Excellent</p> <p>Students were excellent in following all directions in completion of presentation. Included, text, number of slides, images, statistics, quotes, conclusion and cited sources.</p>	
Conclusion	<p>Poor</p> <p>No conclusion.</p>	<p>Fair</p> <p>Conclusion was fair and really did answer the question why this societal problem was chosen and what was learned from the research</p>	<p>Good</p> <p>Conclusion was good and answered the question why this societal problem was chosen and what was learned from the research</p>	<p>Excellent</p> <p>Conclusion was excellent and answered the question why this societal problem was chosen and what was learned from the research</p>	
Time Management	<p>Poor</p> <p>Students did a poor job using time wisely, and a poor job staying on task, Presentation was not complete.</p>	<p>Fair</p> <p>Students did a fair job using time wisely, and a fair job staying on task, Presentation is partially complete.</p>	<p>Good</p> <p>Students did a good job using time wisely, and a good job staying on task, Presentation is complete.</p>	<p>Excellent</p> <p>Students did a excellent job using time wisely, and a excellent job staying on task, Presentation is awesome.</p>	