

Public Service Announcement: Video Scoring Rubric

When rating a public service announcement built from a video, three categories are important to consider: the content that has been included, the delivery and sequencing of the presentation, and the digital enhancements that make the visual production more engaging. The following rubric will help you determine the quality of your final product. *Content* refers to the statistics, facts, and quotations used to introduce the issue to viewers. *Delivery* and *sequencing* refer to the structure used to introduce content to viewers. *Production* and *enhancements* refer to the fonts, colors, images, transitions, and background music used to evoke emotions and to polish a presentation.

Basic	Intermediate	Advanced
Content		
<p>Content is often inaccurate. Facts must be checked again.</p> <p>The language used to deliver content is inappropriate for this audience.</p> <p>Sources for content are not shared, are out of date, or are unreliable.</p> <p>Audiences will struggle to make sense of the issue being presented because of inaccurate or insufficient content.</p> <p>Audiences are unlikely to be interested in this issue after viewing the presentation.</p>	<p>Content is accurate, but limited. More detail would have improved the value of the final product.</p> <p>Content is delivered in language that is appropriate for the intended audience.</p> <p>Some of the sources for content are not entirely clear or reliable.</p> <p>Audiences are left with unanswered questions about why this issue matters.</p> <p>Audiences may enjoy this presentation, but are unlikely to be moved to action.</p>	<p>Content included is accurate and engaging.</p> <p>Content paints a thorough and complete picture of the issue being introduced.</p> <p>Sources for content are reliable, current, and shared with the audience.</p> <p>Content is delivered in language that is appropriate for the intended audience.</p> <p>Audiences are drawn into this issue and moved to action by content.</p>
Delivery/Sequencing		
<p>There does not appear to be a logical pattern for sequencing content, leaving viewers confused.</p> <p>While all content presented is connected to the same issue, statistics, facts, statements, and quotations appear to haphazardly wander across a range of subtopics and categories.</p>	<p>A logical plan for delivery and an effective sequencing of content are clear to viewers.</p> <p>Most content has been broken into obvious subtopics and categories that are evident to audiences.</p> <p>A few statistics, facts, statements, or quotations seem misplaced, potentially confusing audiences.</p>	<p>Delivery and sequencing of content are carefully focused and structured, making it highly likely that viewers can learn new content easily from this presentation.</p> <p>Content has been broken into obvious subtopics and categories that are clearly evident to audiences.</p>

Basic	Intermediate	Advanced
<p>Presentation may seem incredibly short or painfully long to the audience.</p> <p>Audiences will struggle to learn from this presentation and will find viewing a chore.</p>	<p>Presentation is an appropriate length and will hold the attention of the audience.</p> <p>Audiences could learn from this presentation without challenge.</p>	<p>Audience is so engaged by the content, delivery, and sequencing that they are disappointed when the presentation ends.</p>
Production/Enhancements		
<p>Little has been done to use fonts, colors, text sizes, background music, or images to enhance this presentation.</p> <p>Transitions may be overused or inappropriate for a professional finished product. Instead of moving viewers through a presentation, they become distractions.</p> <p>Presentation comes across as careless and amateurish to viewers.</p>	<p>The fonts, colors, and text sizes used make learning from the presentation possible.</p> <p>The background music and images selected for this presentation are interesting, but may not always communicate the appropriate emotions.</p> <p>Transitions move viewers through the presentation without distraction.</p> <p>The presentation is a strong student product, but few would describe it as professional.</p>	<p>Fonts, colors, and text sizes have been used to emphasize critical ideas in this presentation.</p> <p>Background music lends a sense of clear and appropriate emotion to the issue being studied.</p> <p>Images have been carefully selected and organized to evoke emotional responses.</p> <p>Transitions are carefully selected and engaging, visually moving the audience through the presentation without causing distractions.</p> <p>Presentation has a professional look and feel.</p>