

Final Rubric for Public Service Announcement

	Beginning 1	Developing 2	Accomplished 3	Exemplary 4
Story board	story board demonstrates very little planning or preparation for the imovie project.	story board demonstrates some planning and preparation but contains very little detail.	story board demonstrates good planning and preparation for use of visual images, script, text and music.	story board demonstrates outstanding preparation with every detail of the PSA anticipated: images, script, text, music, transitions, and effects.
use of building blocks and emotional appeals	PSA demonstrates little understanding of the building blocks and emotional appeals of persuasion.	PSA demonstrates some understanding of the building blocks and emotional appeals of persuasion, but fail to fully achieve effective application of unit concepts.	PSA demonstrates a good understanding of the building blocks and emotional appeals of persuasion. PSA achieves effective application of unit concepts.	PSA demonstrates an outstanding understanding of the building blocks and emotional appeals of persuasion. PSA achieves an excellent application of unit concepts.
audience analysis and appropriateness of message	PSA fails to use effective appeals for the target audience. The message is inappropriate and/or ineffective.	PSA shows only partial consideration of the target audience and therefore the message is not entirely effective.	PSA shows a good analysis of audience and uses appropriate appeals to communicate the message effectively.	PSA shows outstanding audience analysis and uses the best possible appeals to communicate a clear and effective message.
use of visual images to persuade	PSA demonstrates a poor use of visual images. Images fail to have any persuasive effect.	PSA demonstrates only partially effective use of visual images to communicate the message.	PSA demonstrates a good use of visual images to communicate the message effectively.	PSA demonstrates a powerful use of visual images to communicate the message very effectively.
continuity and polish of finished product	PSA lacks continuity or polish and/or is incomplete and/or fails to meet time requirements.	PSA has some continuity, but contains rough spots or errors in the finished product.	PSA has good continuity and demonstrates good effort to create a polished finished product.	PSA has outstanding continuity. Project is polished and professional looking. Worthy of public viewing!