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.

<table>
<thead>
<tr>
<th>Basic</th>
<th>Intermediate</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content is often inaccurate. Facts must be checked again.</td>
<td>Content is accurate, but limited. More detail would have improved the value of the final product.</td>
<td>Content included is accurate and engaging.</td>
</tr>
<tr>
<td>The language used to deliver content is inappropriate for this audience.</td>
<td>Content is delivered in language that is appropriate for the intended audience.</td>
<td>Content paints a thorough and complete picture of the issue being introduced.</td>
</tr>
<tr>
<td>Sources for content are not shared, are out of date, or are unreliable.</td>
<td>Some of the sources for content are not entirely clear or reliable.</td>
<td>Sources for content are reliable, current, and shared with the audience.</td>
</tr>
<tr>
<td>Audiences will struggle to make sense of the issue being presented because of inaccurate or insufficient content.</td>
<td>Audiences are left with unanswered questions about why this issue matters.</td>
<td>Content is delivered in language that is appropriate for the intended audience.</td>
</tr>
<tr>
<td>Audiences are unlikely to be interested in this issue after viewing the presentation.</td>
<td>Audiences may enjoy this presentation, but are unlikely to be moved to action.</td>
<td>Audiences are drawn into this issue and moved to action by content.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Delivery/Sequencing</th>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>There does not appear to be a logical pattern for sequencing content, leaving viewers confused.</td>
<td>A logical plan for delivery and an effective sequencing of content are clear to viewers.</td>
<td>Delivery and sequencing of content are carefully focused and structured, making it highly likely that viewers can learn new content easily from this presentation.</td>
</tr>
<tr>
<td>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.</td>
<td>Most content has been broken into obvious subtopics and categories that are evident to audiences.</td>
<td>Content has been broken into obvious subtopics and categories that are clearly evident to audiences.</td>
</tr>
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</tr>
<tr>
<td>----------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Presentation may seem incredibly short or painfully long to the audience.</td>
<td>Presentation is an appropriate length and will hold the attention of the audience.</td>
<td>Audience is so engaged by the content, delivery, and sequencing that they are disappointed when the presentation ends.</td>
</tr>
<tr>
<td>Audiences will struggle to learn from this presentation and will find viewing a chore.</td>
<td>Audiences could learn from this presentation without challenge.</td>
<td></td>
</tr>
</tbody>
</table>

**Production/Enhancements**

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<thead>
<tr>
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<tr>
<td>Little has been done to use fonts, colors, text sizes, background music, or images to enhance this presentation.</td>
<td>The fonts, colors, and text sizes used make learning from the presentation possible.</td>
<td>Fonts, colors, and text sizes have been used to emphasize critical ideas in this presentation.</td>
</tr>
<tr>
<td>Transitions may be overused or inappropriate for a professional finished product. Instead of moving viewers through a presentation, they become distractions.</td>
<td>The background music and images selected for this presentation are interesting, but may not always communicate the appropriate emotions.</td>
<td>Background music lends a sense of clear and appropriate emotion to the issue being studied.</td>
</tr>
<tr>
<td>Presentation comes across as careless and amateurish to viewers.</td>
<td>Transitions move viewers through the presentation without distraction.</td>
<td>Images have been carefully selected and organized to evoke emotional responses.</td>
</tr>
<tr>
<td></td>
<td>The presentation is a strong student product, but few would describe it as professional.</td>
<td>Transitions are carefully selected and engaging, visually moving the audience through the presentation without causing distractions.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Presentation has a professional look and feel.</td>
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