

Public Service Announcement Rubric

Sophie

	DE	AE	ME	EE
SS : Critical Thinking & Problem Solving <i>ME</i>	I have highlighted only a few of the obvious aspects of my topic.	I have highlighted the aspects of my topic that many people know about.	I have highlighted some of the obvious AND some of the hidden aspects of my topic, demonstrating insight and a clear point of view. ✓	I have created a PSA that is very personal and powerful illustrating the topic at a publishable level.
LA Voice <i>ME</i>	Voice is limited Voice suits purpose and audience at times	Voice is mostly engaging Voice mostly suits purpose and audience	Voice is consistently engaging ✓ Voice is appropriate to purpose and audience ✓	Voice is consistently compelling, original and moving Voice demonstrates maturity and sophistication beyond the grade level expectation
LA Visual Literacy / SS Communication & Presentation <i>ME</i>	Uses low-quality visual media Applied little attention to the development and editing of a visual design and /or sequence Presented visual media that lessened the quality and impact of the project	Selected and used some high quality visual media Applied moderate attention to the development and editing of a visual design and/or sequence Presented visual media that moderately influenced the overall quality and impact of the project	Selected and used relevant, purposeful high quality visual media ✓ Developed and edited an effective and creative visual design and/or sequence ✓ Presented visual media that positively influenced the overall quality and impact of the project	Not possible for this part of the assessment.