

Jonah

Public Service Announcement Rubric

	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 suites 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.