

“Help! I Don’t Want to Get Sick” PSA Rubric

	Poor	Fair	Good	Excellent
Content	Poor Students showed no understanding of the content and included no factual information to persuade audience.	Fair Students showed little understanding of the content and included some factual information to persuade audience.	Good Students showed understanding of the content and included mostly factual information to persuade audience.	Excellent Students showed full understanding of the content and included factual information to persuade audience.
Skill	Poor Students showed no understanding of the use of video cameras, video editing, audio editing or microphones to produce a high quality PSA.	Fair Students showed little understanding of the use of video cameras, video editing, audio editing or microphones to produce a high quality PSA.	Good Students showed understanding of video cameras, video editing, audio editing or microphones to produce a high quality PSA.	Excellent Students showed full understanding of video cameras, video editing, audio editing or microphones to produce a high quality PSA.
Collaboration with Peers	Poor Rarely listens to, shares with, and supports the efforts of others in the group. Often is not a good team member.	Fair Often listens to, shares with, and supports the efforts of others in the group but sometimes is not a good team member.	Good Usually listens to, shares with, and supports the efforts of others in the group. Does not cause problems in the group.	Excellent Almost always listens to, shares with, and supports the efforts of others in the group. Tries to keep people working well together.
Creativity	Poor Students were not creative in writing and presenting their PSA, using no props, and no voice inflection to persuade teens to become responsible digital citizens.	Fair Students were mildly creative and used either props or voice inflection to persuade teens to become responsible digital citizens.	Good Students were creative in writing and presenting their PSA, using some props, voice inflection to persuade teens to become responsible digital citizens.	Excellent Students were very creative in writing and presenting their PSA, using props, voice inflection and passion to persuade teens to become responsible digital citizens.
Time	Poor PSA was less than 30 seconds in length.	Fair PSA exceeded the allotted time limit by more than 10 seconds.	Good PSA exceeded the allotted time limit by 1 second - 10 seconds.	Excellent PSA was exactly 30 seconds.