Eco-Meet Conservation PSA Rubric

School \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Group Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Group Members \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title of video \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| ELEMENTS | POSSIBLE POINTS | POINTS AWARDED | COMMENTS |
| Preparation/organization Storyboard is complete with detailed instructions | 10 |  |  |
| Documentation A sources cited page is included | 10 |  |  |
| Work appears student-directed and any assistance outside of the group is credited on an acknowledgement page | 10 |  |  |
| Subject The chosen topic is regionally-based, relevant, and is significant to the audience and wider community | 10 |  |  |
| Background The topic is expanded through use of facts derived from reliable sources and information is complete | 10 |  |  |
| Message The message/purpose is clearly communicated to the viewer and impacts his/her understanding of the topic | 10 |  |  |
| Creativity The message is conveyed in an interesting, novel, attention-holding manner | 10 |  |  |
| Focus The PSA stays on topic and is free of “fluff” or filler | 10 |  |  |
| Technical aspect Video and audio are clear and presentation techniques enhance the message. | 10 |  |  |
| Time 30 to 60 second time frame is adhered to | 10 |  |  |
|  | 100 |  |  |

Judge \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_