

Eco-Meet Conservation PSA Rubric

School _____ Group Name _____

Group Members _____

Title of video _____

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 _____