PUBLIC SERVICE ANNOUNCEMENT POSTER SCORING RUBRIC

FOCUS RATING:	4	3	2	1	0
FOCUS	• Submitted all materials • Worked hard in and out of class • All work completed on time • Always contributed to discussions • Met or exceeded all criteria	• Submitted all materials • Worked hard in and out of class • Most work completed on time • Frequently contributed to discussions • Met all criteria	• Submitted most materials • Sometimes worked hard in and out of class • Most work completed on time • Sometimes contributed to discussions • One or two criteria missing	• Materials missing • Did not work hard in and or of class • Some work completed on time • Rarely contributed to discussions • Three or four criteria missing	• Most materials missing • Did not work hard in or out of class • Work incomplete • Did not contribute to discussions • Inappropriate solution
ELEMENTS/ PRINCIPLES/ EXPRESSIVE	• All original drawing • Variety of Photoshop tools and filters used • Clear center of interest • All text included • Internet images completely changed • Variety of shapes and/or images used	• Almost all original drawing • Photoshop tools and filters used • Center of interest • All text included • Internet images completely changed • Variety of shapes and/or images used	• Some original drawing • Some of Photoshop tools and filters used • Center of interest • Most text included • Internet images somewhat changed • 2 shapes and/or images used	• Little original drawing used • Few Photoshop tools and filters used • Unclear center of interest • Some text omitted • Internet images unchanged • 1 shape and/or image used	• No original used • Internet image unchanged • No center of interest • Most text omitted • Almost no Photoshop tools and filters used
CRAFTSMANSHIP/ TECHNIQUE	• Unified composition • High level of care applied to entire page • Rulers and gridlines used • Photoshop tools and filters applied with advanced skill • 8.5 " x 11" page size • 300 PPI resolution • Saved as psd and Tiff files	• Unified composition • Whole page used • Rulers and gridlines used • Photoshop tools and filters applied with skill • 8.5 " x 11" page size • 300 PPI resolution • Saved as psd and Tiff files	• Some elements of composition unified • Almost whole page used • Rulers and gridlines used • Photoshop tools and filters applied with basic skill • 8.5 " x 11" page size • 300 PPI resolution • Saved as psd and Tiff files •	• Composition lacks unity • Rulers and gridlines not used • Less than 2/3 page used • Photoshop tools and filters applied with little skill • 8.5 " x 11" page size • 300 PPI resolution • Saved as psd file	• Composition lacks intention • Rulers and gridlines not used • Less than i/2 page used • Photoshop tools and filters applied without skill • Incorrect page size • Incorrect resolution • Incorrect file format
CREATIVITY/ ELABORATION/ INDEPENDENCE/ INVENTIVENESS	• Unique, original concept • Very creative solution • Theme elaborated on to a high degree • Ability to take initiative in assignment that augments what is learned • Self-motivated • Complex solution	• Original concept • Theme is present with some elaboration • Ability work and think independently • May have sought additional material to realize concept	• Concept partly derivative • Theme is present with little elaboration • Some initiative in working and independent thinking	• Lack of originality • Theme is undeveloped • Very little initiative • Waits to be told what to do	• Unoriginal • Theme is copied or traced • No initiative • Does not work independently