

## PUBLIC SERVICE ANNOUNCEMENT VIDEO SCORING RUBRIC

FOCUS RATING:	4	3	2	1	0
<b>FOCUS</b>	<ul style="list-style-type: none"> <li>• Submitted all materials</li> <li>• Worked hard in and out of class</li> <li>• All work completed on time</li> <li>• Always contributed to discussions</li> <li>• Met or exceeded all criteria</li> </ul>	<ul style="list-style-type: none"> <li>• Submitted all materials</li> <li>• Worked hard in and out of class</li> <li>• Most work completed on time</li> <li>• Frequently contributed to discussions</li> <li>• Met all criteria</li> </ul>	<ul style="list-style-type: none"> <li>• Submitted most materials</li> <li>• Sometimes worked hard in and out of class</li> <li>• Most work completed on time</li> <li>• Sometimes contributed to discussions</li> <li>• One or two criteria missing</li> </ul>	<ul style="list-style-type: none"> <li>• Materials missing</li> <li>• Did not work hard in and or of class</li> <li>• Some work completed on time</li> <li>• Rarely contributed to discussions</li> <li>• Three or four criteria missing</li> </ul>	<ul style="list-style-type: none"> <li>• Most materials missing</li> <li>• Did not work hard in or out of class</li> <li>• Work incomplete</li> <li>• Did not contribute to discussions</li> <li>• Inappropriate solution</li> </ul>
<b>ELEMENTS/ PRINCIPLES/ EXPRESSIVE</b>	<ul style="list-style-type: none"> <li>• 2 or more components used</li> <li>• Variety of camera angles and shots</li> <li>• Rule of Thirds used</li> <li>• Visual effects and transitions advance narrative</li> <li>• Script and storyboard applied accurately</li> </ul>	<ul style="list-style-type: none"> <li>• At least 2 components used</li> <li>• Variety of camera angles and shots</li> <li>• Rule of Thirds used most of the time</li> <li>• Visual effects and transitions usually advance narrative</li> <li>• Script and storyboard applied most of the time</li> </ul>	<ul style="list-style-type: none"> <li>• 2 components used</li> <li>• 2 camera angles and/or shots used</li> <li>• Rule of Thirds used sometimes</li> <li>• Visual effects and transitions sometimes advance narrative</li> <li>• Script and storyboard applied sometimes</li> </ul>	<ul style="list-style-type: none"> <li>• 1 component used</li> <li>• 1 camera angle/shot used</li> <li>• Rule of Thirds not used</li> <li>• Visual effects and transitions unclear, interrupt narrative</li> <li>• Script and storyboard almost never applied</li> </ul>	<ul style="list-style-type: none"> <li>• 1 component used</li> <li>• 1 camera angle/shot used</li> <li>• Rule of Thirds not used</li> <li>• Visual effects and transitions not used</li> <li>• Script and storyboard not applied</li> </ul>
<b>CRAFTSMANSHIP/ TECHNIQUE</b>	<ul style="list-style-type: none"> <li>• All images in focus</li> <li>• Key effect clear and undistorted</li> <li>• Accurate continuity</li> <li>• Pan and zoom used on almost all still images</li> <li>• Audio clear and undistorted</li> <li>• Titles legible</li> <li>• Spelling and grammar accurate</li> <li>• Sound levels balanced</li> <li>• Saved as Quicktime</li> <li>• Program 30 seconds, not including titles or credits</li> </ul>	<ul style="list-style-type: none"> <li>• Almost all images in focus</li> <li>• Key effect clear and undistorted</li> <li>• Accurate continuity</li> <li>• Pan and zoom used on 3 or more still images</li> <li>• Audio clear and undistorted</li> <li>• Titles legible</li> <li>• 1 Spelling or grammar error</li> <li>• Sound levels balanced</li> <li>• Saved as Quicktime</li> <li>• Program 30 seconds, not including titles or credits</li> </ul>	<ul style="list-style-type: none"> <li>• Majority of images in focus</li> <li>• Key effect has minor noise/distortion</li> <li>• Accurate continuity</li> <li>• Pan and zoom used on 1-2 still images</li> <li>• Some audio not clear, some distortion</li> <li>• 2-3 spelling and grammar errors</li> <li>• Most sound levels balanced</li> <li>• Saved as Quicktime</li> <li>• Program 30 seconds, not including titles or credits</li> </ul>	<ul style="list-style-type: none"> <li>• Some images in focus</li> <li>• Key effect unclear and distorted</li> <li>• Inaccurate continuity</li> <li>• Pan and zoom not used on still images</li> <li>• Audio unclear and distorted</li> <li>• Titles illegible</li> <li>• More than 3 Spelling and grammar errors</li> <li>• Sound levels unbalanced</li> <li>• Saved as Quicktime</li> <li>• Program not exactly 30 seconds</li> </ul>	<ul style="list-style-type: none"> <li>• Production incomplete</li> <li>• Post production incomplete</li> <li>• Not saved</li> </ul>
<b>CREATIVITY/ ELABORATION/ INDEPENDENCE/ INVENTIVENESS</b>	<ul style="list-style-type: none"> <li>• Unique, original concept</li> <li>• Very creative solution</li> <li>• Theme elaborated on to a high degree</li> <li>• Ability to take initiative in assignment that augments what is learned</li> <li>• Self-motivated</li> <li>• Complex solution</li> </ul>	<ul style="list-style-type: none"> <li>• Original concept</li> <li>• Theme is present with some elaboration</li> <li>• Ability work and think independently</li> <li>• May have sought additional material to realize concept</li> </ul>	<ul style="list-style-type: none"> <li>• Concept partly derivative</li> <li>• Theme is present with little elaboration</li> <li>• Some initiative in working and independent thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of originality</li> <li>• Theme is undeveloped</li> <li>• Very little initiative</li> <li>• Waits to be told what to do</li> </ul>	<ul style="list-style-type: none"> <li>• Unoriginal</li> <li>• Theme is copied or traced</li> <li>• No initiative</li> <li>• Does not work independently</li> </ul>

