

Public Service Announcement Assessment Rubric

	1	2	3	4
PSA contains three accurate facts about energy consumption and its impact on the environment	No accurate facts displayed	One accurate fact displayed	Two accurate facts displayed	Three accurate facts displayed
PSA contains two suggestions for behavior changes that people can make to lessen their impact on the environment	No suggestions are displayed	One suggestion is displayed	Two suggestions are displayed	Two suggestions are displayed and communicated in an engaging manner
PSA explains how the suggested behavior changes will help reduce greenhouse gas emissions	No explanation is offered	Some explanation is offered, but information is flawed or incomplete	Some explanation is offered, information is generally clear	A complete explanation is offered, information is clear and concise.
Graphics are clear and pleasing to the eye	Many graphics are too small or not clear	Most graphics are clear and content can be easily viewed	Most graphics are clear, content is easily viewed, result is engaging to the viewer	Most graphics are clear, content is easily viewed, result is very engaging to the viewer
PSA shows creativity in communicating message	The message behind the PSA is unclear or poorly thought out	The message behind the PSA is somewhat clear	The message behind the PSA is clear	The message behind the PSA is clear and is delivered in a clever or creative manner