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| --- | --- | --- |
| **Criteria** | **Points** | **Evaluation** |
| **Purpose**The purpose of your PSA is clear!- What should I know afterviewing?(research/facts/statistics are presentand appropriate to the topic)- What should I do afterviewing?(**call to action is clear and fits****purpose of campaign**) | **35** |  |
| **Persuasive Techniques**- Makes an impact on audiencewith emotion (shock, anger,sadness, guilt, surprise)- Language has power toPersuade | **30** |  |
| **Visual Element/Display**-A picture/artwork/symbol is creative and conveys a clear and powerful message-If your PSA is a poster/visual media(PowerPoint, Canva.com), the written information is short, concise sentences (with bullet points or other simple-formatting, for example) to make your message clear and easy to read (in other words, it is not overly text-heavy. A person could read your PSA in 30 seconds and understand your message)-If you choose to create a video, you must have it approved by me.  | **35** |  |

**PSA RUBRIC – Global Water Crisis – Due Wednesday 8/28**