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| --- | --- | --- |
| **Criteria** | **Points** | **Evaluation** |
| **Purpose**  The purpose of your PSA is clear!  - What should I know after  viewing?  (research/facts/statistics are present  and appropriate to the topic)  - What should I do after  viewing?  (**call to action is clear and fits**  **purpose of campaign**) | **35** |  |
| **Persuasive Techniques**  - Makes an impact on audience  with emotion (shock, anger,  sadness, guilt, surprise)  - Language has power to  Persuade | **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**