

PSA RUBRIC – Global Water Crisis

Criteria	Points	Evaluation
Purpose The purpose of your PSA is clear! - What should I know after viewing? (A <i>minimum</i> of 3-4 researched facts/statistics are present and appropriate to the topic) -Choose a specific angle (pollution, overdevelopment, overuse, poor management etc.) - What should I do after viewing? Call to action is clear and fits purpose of campaign (if you choose to include information about an organization, it must be REAL and evidently researched)	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	