

**WRD 111  
PSA Project Grading Rubric**

**Name:** \_\_\_\_\_ **Time:** \_\_\_\_\_

Scoring system:

- 0 = missing/absent
- 1-2 = sloppy and incomplete work
- 3-4 = complete but cannot fully distinguish the community, their issue/story that needs to be captured, and has major technical problems
- 5-6 = minor technical problems that make understanding difficult
- 7 = meets guidelines but still needs work
- 8 = good/solid overall effort, shows some work still needed
- 9 = above average, hardly any technical errors and makes clear project intentions
- 10 = excellent, little to no technical issues and exceeds all guideline expectations

Content:	Score	Notes
Unique and effective concept that focuses on presenting new ideas		
Provides clear explanation of a community, an issue faced by that community, and a way to deal with or solve that issue		
Demonstrates an in-depth analysis of all PSA components mentioned above		
Makes a conscious effort for an ethical representation of the community and an objective and compassionate articulation of their story		
<b>Organization:</b>		
Demonstrates a clear argument and conforms to the project guidelines (see assignment sheet)		
Has a clear structure that includes an introduction to the community, an explanation of/articulation of their issue/story, and a conclusion.		
Makes effective use of visuals and transitions that add substantially to the project goals		
<b>Style:</b>		
Demonstrates competence with technology and an understanding of visual rhetoric		
Develops a complex use of visuals and audio including effectively using juxtaposition, “B” roll, various camera angles and multiple perspectives		

Engages in some risk taking – explores the possibilities of using visuals and audio in both conventional and unconventional ways that adds to the narrative		
Total:		

Notes and Comments: