

Public Service Announcement Project Evaluation Scoring

<u>Guide</u>	8-10 points	12-16 points	18-20 points	Total
Storyboard/ Script Research Content Text	The story does not illustrate the topic and it does not get the message across.	The story dramatizes the topic reasonably well and does a good job of getting the message across.	The story dramatizes the topic very well and does an excellent job of getting the message across.	
Video Design	Video is poor quality. Shots are distracting and do not illustrate topic.	Good video. Shots illustrate the topic and support the story.	Excellent video. The shots presented do great illustrating the story and topic.	
Audio Voice-overs Sound Effects Music	Audience cannot understand voice-overs and sounds are distracting.	Audience can understand voice-overs and sounds are not distracting.	Voice-overs are spoken with feeling and sound effects help convey the message of the story.	
Video Editing Timing Transitions	Timing of audio and video is poor. Poor use of effects, or other transitions.	Timing of audio and video is good. Good use of effects or other transitions.	Timing of audio and video is excellent. Excellent use of effects or other transitions.	
Met Deadline				
			Total Points	

Comments: