

Newspaper PSA

Group Members or Group # - _____

Category	3 - Advanced	2 - Proficient	1 - Basic	0 - Not present
Content	Shows a full understanding of the topic and purpose of the PSA.	Shows a good understanding of the topic and/or purpose of the PSA.	Seems to partially understand the topic and/or purpose of the PSA.	Did not understand the topic or purpose of the PSA.
Slogan	Slogan was very creative, memorable, and reflected the content of the PSA.	Slogan was creative, memorable, and reflected the content of the PSA.	Slogan was somewhat creative and/or did not completely relate to the content of the PSA.	Slogan was not appropriate or was not present.
Refusal Strategy	Refusal strategy was thoroughly explained and easily understood.	Refusal strategy was explained and easy to understand.	Refusal strategy was difficult to understand.	Refusal strategy was not present.
Formatting	Used two-three fonts that greatly enhanced the message.	Used two-three appropriate fonts.	Used two-three fonts that were somewhat distracting.	Used one font or used more than three fonts.
Images	Images were very creative, appropriate, and greatly enhanced message.	Images were creative and appropriate and used to clarify message.	Images were somewhat creative and appropriate.	Images were not appropriate/clear and/or were distracting.
Totals				