

# Video PSA

Group Members or Group # - \_\_\_\_\_

Category	3 - Advanced	2 - Proficient	1 - Basic	0 - Not present
<b>Content</b>	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.
<b>Slogan</b>	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.
<b>Refusal Strategy</b>	Refusal strategy was clearly demonstrated and easily understood.	Refusal strategy was somewhat clear in demonstration and easy to understand.	Refusal strategy was partially given and/or difficult to understand.	Refusal strategy was not present.
<b>Transitions</b>	Video transitions were smooth and greatly enhanced images/message.	Video transitions were smooth and enhanced images/message.	Video transitions were somewhat smooth and sometimes distracting from the message.	Video transitions were not smooth and distracted from the message.
<b>Sounds</b>	Music and sound effects greatly clarified and enhanced the message.	Music and sound effects were appropriate.	Music and/or sound effects were distracting.	Music and sound effects were distracting.
<b>Formatting</b>	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.
<b>Images/props</b>	Images/props were very creative, appropriate, and greatly enhanced message.	Images/props were creative and appropriate and used to clarify message.	Images/props were somewhat creative and appropriate.	Images/props were not appropriate/clear and/or were distracting.
<b>Totals</b>				