

# Lithium Ion Battery Video PSA Rubric

Directions: Use this rubric as a guide to create and score your group's PSA.

Name(s): \_\_\_\_\_

Score \_\_\_\_\_/120

| DESCRIPTOR                   | POINTS  |  |   |   |
|------------------------------|---|--|---|---|
|                              | 20-19-18-17-16  | 15-14-13-12-11   | 10-9-8-7-6  | 5-4-3-2-1-0   |
| <b>Concept / Objectives</b>  | Educational purpose and objectives are clearly stated at the beginning.   | Educational purpose and objectives stated.   | Educational purpose and objectives are not clearly stated.  | Educational purpose and objectives are unclear and not stated directly.   |
| <b>Content / Vocabulary</b>  | Content/vocabulary is appropriate. Concept and objectives are clearly and accurately defined and illustrated. Video provides educational reference material of value beyond the LifeSmarts program. No copyrighted music, video or images included. | Content/vocabulary clearly and accurately defined, demonstrates understanding. Video provides educational value beyond the LifeSmarts program. No copyrighted music, video or images included. | Content not always clearly stated or accurate; lacks supporting information. Video has value for LifeSmarts program. No copyrighted music, video or images included | Content is inaccurate, incomplete or confusing. Video has limited educational value. Contains copyrighted music, video or images. |
| <b>Creativity / Delivery</b> | Creativity and original delivery enhance the content and objectives. The audience's attention and curiosity are captured.   | Creative element included and does not distract or enhance the content delivery. The audience is engaged.  | Lacks creativity or creative elements distract from content and objectives. The audience is indifferent to presentation.  | Design and delivery are not original. Audience is not engaged.  |
| <b>Organization</b>          | Logically organized, well ordered to teach concept.   | Organized, information supports theme. Video is  | Somewhat organized, the content is sometimes  | Lacks organization and logical sequencing of  |

|  |   |   |  |   |
|--|---|---|--|---|
|  | All information presented directly relates to the theme. Video is 30 seconds long.                  | within 5 seconds of required 30-second length.  | disconnected from the theme. Video is within 10 seconds of required 30-second length                   | information. Theme is not obvious. Video is more than 10 seconds too short or too long.             |
| <b>Technical “slack time” excess dead time</b> | Entire video is focused and well framed. There is no slack time and the audio is easily understood. | Most of the video is focused and well framed. There is little slack time and audio is understood. | Some of the video is not focused. Edits needed to remove slack time and/or audio is unclear in places. | Video production distracts from message. Slack time interrupts the message and/or audio is unclear. |
| <b>Call to Action</b>                          | The PSA inspires and motivates people to take action.   | The PSA provides an action people can take.   | The PSA hints at action people can take.   | There is no discernable call to action.   |