

# PSA/Commercial Rubric

		4	3	2	1	Total
<b>Pre-Production</b>	<b>Storyboard</b>	Storyboard neat and detailed. Video plan is easy to understand	Storyboard is somewhat neat and somewhat detailed. Video plan is easy to understand	Storyboard is not neat and/or detailed. Video plan can be understood with explanation.	Storyboard is neither neat nor detailed. Story is not clear.	
	<b>Video Message</b>	Video message is clear with no need for questions by teacher	Video message is clear after questioning by teacher	Video message is somewhat clear but needs explanation	Video message is confusing	
<b>Production</b>	<b>Camera Angles</b>	All 4 angles used (W,M, CU, EX-CU) + CA & CI	Only 3 angles used (W,M, CU, EX-CU) or missing CA or CI	Only 2 angles used (W,M, CU, EX-CU) or missing CA and CI	Only 1 angles used (W,M, CU, EX-CU) and missing CA and CI	
	<b>Lighting</b>	Lighting is great and video with no mistakes	Video lighting is good and video with 1-2 mistakes	Video lighting is average with 2-3 mistakes	Video lighting is poor with 4 or more mistakes	
<b>Post Production</b>	<b>Editing</b>	Video is edited with no problems	Video editing has 1-2 problems	Video editing has 3-4 problems	Video editing has 5+ problems	
	<b>Audio</b>	Audio from video talent is clear and easy to hear	Audio from video talent is clear most of the time	Audio from video talent is somewhat difficult to hear	Audio from video talent is difficult to hear	
	<b>Music</b>	Music is used with the video and is relevant to the story and at the	Music is used with the video that is relevant and at the correct volume	Music is used with the video that is either not relevant or drowns out	Either No music is used with the video, or audio does not exist	
	<b>Exporting</b>	Student can export video and submit to Google Drive independently	Students need 1-2 clues to export their video and submit to Google Drive	Students need 3-4 clues to export their video and submit to Google Drive	Students need to be to export their video and submit to Google Drive	