

## Movie and Music

### PSA Donation Rubric



I have completed all requirements on rubric - group members each initial:

✓	Technology standard: 2ad, 3ab, 4abc, 5ab	Point Value	
	PSA goal (specific action wanted from audience) is accomplished.	10	
	PSA techniques are used: "Hook" to get audience attention.	5	
	PSA techniques are used: "Emotional words" to motivate the audience to act.	5	
	PSA attempts to relate to audience's lives.	5	
	Purpose (donation) is <b>communicated</b> effectively. Well rehearsed with smooth delivery that holds audience attention. (Ex. Do not speak while reading notes, eye contact, laughs and giggles deleted)	5	
	Production: Different "takes", camera angles, and use of zoom. Video did not rock/shake and the focus was excellent throughout. Nonessential video is deleted.	5	
	Title slides are used. Font is formatted to enhance the slide. Timing is appropriate where all text is readable.	2.5	
	Transitions are used, but also used sparingly to enhance the presentation.	2.5	
	Audio: Garage Band or royalty free music. Volume is adjusted accordingly.	2.5	
	Audio: Voice-over narration and/or actor voice. Volume is adjusted accordingly.	2.5	
	Use of costumes and/or props	2.5	
	Sources and credits are accurate and legible. Do <u>not</u> use last names of students.	2.5	
	Shared to Quicktime. Dropped to Movie and Music drop box. Last_name_psa.mov	5	
	Length of video: Between 50-70 seconds (without sources/credits). (Loss of 50% if not met)		
	Use back of this paper to: Describe in <u>detail</u> each group members' contribution to this movie: Point value given separately. Must actively contribute to receive these points.	5	
	<b>Total</b>	<b>60</b>	
	Completed script with detailed scene description, narration, and dialogue. Include character descriptions if applies.	5	
	Complete storyboard with sketches for each scene, detailed notes on titles, transitions, special effects, sound, etc. Storyboard reflects outstanding planning and organization for the visuals in the video.	10	