Tech Tools
Cyber Ethics PSA

✓		Point Value	
	The Goal: Video clearly identifies a single core cyber ethical issue. (Plagiarism, copyright, bullying, downloading music, predators, virus, hackers, phishing, social networking, etc)	10	
	Specific Action: PSA techniques are used - talk about results, motivate the audience to act, provide a "hook," use emotional words to connect to the audience, relate to the audiences lives. See "planning stage" worksheet for more info.	15	
	Communication: Well rehearsed with smooth delivery that attracts the audience attention. *Do not read from notes; must have eye contact; unnecessary laughs and giggles deleted.*	10	
	Production: Different "takes", camera angles, and use of zoom. Video did not rock/shake and the focus was excellent throughout. Nonessential video is deleted. Use tripod or something to steady your camera. Film same scene multiple times to be able to chose best clip. Re-film if necessary.	10	
	Title slides: Text is *large* enough to read. Text stays on screen l*ong* enough to read. Minimum 3. May replace iMovie titles with personally made .jpg.	5	
	Transitions: Used to enhance the presentation. Minimum 3.	5	
	Audio: Royalty free music or music created from Garage Band. Do NOT use copyrighted music. Music best fits at the beginning, end, and silent areas. Volume is adjusted accordingly.	5	
	Audio: Voice-over narration and actors voice is used. Volume is adjusted accordingly.	5	
	Use of costumes and / or props.	5	
	Create a "credits" slide. Don't use last names of students. Credit website resources used.	5	
	Share: Export using Quicktime. Drop file to Schoology drop box. filename.mov	5	
	Length of video: about 50-70 seconds (without sources/credits). Note: include all "components" in this rubric	Loss of 50%	
	Use back of this paper to: Describe in detail each group members' contribution to this movie: Point value given separately. Must actively contribute to receive these points.	10	
	Turned in on time: Late penalty of 10% per day		
	Stayed on task: subtract daily participation points (5pts per day)		
	Total	**85**	