

**PSA Video
Video Product**

**STEM Fair
Rubric**

Product Number: _____ **Title:** _____
Division: _____

Public Service Announcement: A short informational message aimed at changing the viewer's opinion or raise social awareness on an issue. It is persuasive and precise, 60 seconds or less. Credits may be outside the time limit.

Scoring	Criteria	Points Possible	Score
Purpose	Video is appropriate for its purpose and audience. Video is persuasive.	15	
Comments:			
Content	Video is based on/contains current information/facts. It is evident that the individual or team researched the topic.	10	
Comments:			
Creativity/ Originality	Video is creative, imaginative, and/or innovative. It captures the attention of the audience.	10	
	Video contains all original content.	10	
Comments:			
Production	Clear; appealing; audio and video fits the mood	5	
	Video shows effective use of shot selection (examples: close-ups, wides, pans, tilts, zooms, trucks, dollies)	10	
	Attention to lighting and use of extra lights, if needed	5	
	Sound quality is high, voices can be heard	5	
	Camera shake is at a minimum, with no technical problems with focus and zoom	5	
Comments:			
Post Production	Video editing and enhancements - Still images, interviews, voiceover text, and/or sound/music enhance the piece. Appropriate transitions.	10	
	Proper balance between audio tracks	5	
Comments:			
Mechanics	No errors in spelling, punctuation, or grammar, etc.	10	
	All music, images, websites are credited properly.		
	The time of the videos matches the entry requirements		
	Video/Audio is full quality, and plays properly without errors		
Comments:			
Total Score:		_____ out of 100	
Intellectual property and copyright rules for public display are followed; video is eligible for award. If No , product is disqualified.		Yes	No
Minimum score of 85 required to qualify for recognition.			