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| **Criterion** | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Overall Impression** | problems with the video that distract from its effectiveness. Problems may include sound issues, poor information, not enough pictures, too brief, too many effects, etc.  PSA is less than 45 secs or longer than 90. | There are some problems but overall the video is able to communicate about the issue.  PSA is less than 45 secs or longer than 90. | Any problems are so minimal that they don't distract from the effectiveness of the message. PSA is between 45-90 secs. | Movie is well edited and effective. PSA is between 45-90 secs. |
| **Content** | The PSA is not accurate and does little to address the issues of the topic. | The PSA contains accurate content, but it does not address the topic adequately. | Original and accurate PSA, but fails to hold the interest of the audience. | Original, accurate, and interesting PSA that adequately addresses the issue. |
| **Organization** | Video is a series of unrelated clips; may be silly or project not taken seriously. | Students take project seriously but information may be organized in a way that makes the psa difficult to understand. | Material is well organized. Some photos/clips may be loosely related to topic. | Material is well organized. Some photos/clips may be loosely related to topic. |
| **Pictures/video** | Pictures/ video are blurry and detract from the PSA. OR too few pictures/videos to send the appropriate message. | Pictures/video are clear but do not have much to do with the topic of the PSA | Material is well organized. Some photos/clips may be loosely related to topic. | Pictures and video are well suited to the topic. All are clear and easily visible. |
| **Audio** | Tone and voice  rarely convey  emotions or  enthusiasm.  Recording is  unclear and/or  not loud enough  to be heard.  Background  sounds and  effects absent or  distract from the  PSA’s message. | Tone and voice  frequently convey  emotions or  enthusiasm. Most  of the recording is  clear and loud  enough to be  heard.  Background  sounds and  effects sometimes  distract from the  PSA’s message. | Tone and voice  frequently convey  emotions and  enthusiasm. The  recording is clear  and loud enough  to be heard.  Background  sounds and  effects usually  blend with the  PSA’s message. | Tone and voice  convey emotions  and enthusiasm.  The recording is  clear and loud  enough to be  heard.  Background  sounds and  effects blend with  the PSA’s  message. |
| **Transitions** | Student has used no transitions or photo/ video effects. | Student has used photo/video effects, but they do not enhance the overall quality of the PSA. Transitions may be used but not consistently. | Student uses photo and/or video effects and transitions, but 1 or 2 detract from the message of the PSA. | Student uses photo and/or video effects and transitions consistently. |
| **Deliverables** | Deliverable 1 is on time and complete | Deliverable 2 is on time and complete | Deliverable 3 is on time and complete | Deliverable 4 is on time and complete |

Comments Group Names :