Digital Wallet Safety Script Rubric

Media Club Studio Assignment — Evaluation & Grading Criteria

Assignment Overview & Requirements

For the final Media Club studio assignment, student production crews must author an original 30-to-60-second video or podcast script educating peers on digital wallet safety (e.g., Apple Cash, Venmo Teen, Cash App). All scripts must be formatted in a production-ready, two-column layout and created 100% by students without AI tools.

- **Required Script Elements:** Catchy attention hook, explanation of 2 financial risks, safety pro-tip, and a memorable studio sign-off.
- **Mandatory Safety Concepts:** Must integrate at least 2 key themes ('Ghost Money' trap, no P2P 'undo' button, instant transfer fees, or teen safety guardrails).
- **Production Formatting:** Strict two-column script layout pairing spoken dialogue/narration with visual cues or audio/sound effects.
- **Academic Integrity:** 100% student-authored work; use of artificial intelligence tools is strictly prohibited.

Grading Rubric (20 Points Total)

Assessment Category	Exemplary (4 Pts)	Proficient (3 Pts)	Developing (2 Pts)	Beginning (1 Pt)
Required Script Structural Elements	Includes all 4 required elements: catchy hook, clear explanation of 2 financial risks, practical safety pro-tip, and memorable studio sign-off.	Includes 3 of the required script elements with minor gaps in clarity or detail.	Includes 2 of the required elements, or explanations are vague.	Missing 3 or more required script elements.
Concept Integration (2 Concepts Minimum)	Seamlessly blends 2 or more required safety concepts ('Ghost Money', P2P no 'undo' button, instant fee drain, teen safety guardrails) into the narrative.	Blends 2 required safety concepts, though one concept feels slightly rushed or detached.	Includes only 1 required safety concept or mentions concepts without context.	Fails to integrate any of the 4 required digital wallet safety concepts.
Two-Column Layout & Production Readiness	Formatting strictly follows a production-ready, two-column layout pairing spoken lines with clear visual cues or sound effects.	Uses a two-column format, but visual cues or sound effects are incomplete or minimally paired with spoken text.	Format is loosely aligned with two columns, but lacks clear separation between spoken lines and production cues.	Does not use a two-column layout; spoken lines and media cues are unformatted.

Assessment Category	Exemplary (4 Pts)	Proficient (3 Pts)	Developing (2 Pts)	Beginning (1 Pt)
Timing & Target Audience Focus	Script length accurately targets the 30-to-60-second window and effectively speaks to peers using apps like Apple Cash, Venmo Teen, or Cash App.	Script length is slightly under/over the 30–60 second target, or tone is moderately generic for middle school peers.	Script timing is significantly off (<25s or >70s), or tone does not suit a peer audience.	Timing is far off the requirement, and the message lacks audience awareness.
Originality & Academic Integrity Policy	Script is 100% student-written with high creativity and full compliance with the strict anti-AI policy.	Script is original student work, but relies heavily on standard templates or repetitive phrasing.	Script shows minimal original student writing or relies on generic copied content.	Uses prohibited AI tools or shows non-original authorship.

Bonus Opportunity (Extra Credit)

Produce and record your completed script as a polished audio podcast segment or infomercial video track to earn bonus points.