



Scoring Rubric

PSA

Contest Scoring Rubric

:30 or 1:00

Category		<u>Rarely Seen</u> 0 to 5 Points	<u>Sometimes Seen</u> 6 to 10 Points	<u>Consistently Seen</u> 11 to 15 Points
Camera Work 30%	Proper shot composition is utilized with a variety of angles and movements			
	High-quality shots (focus, exposure, clean movement, etc.)			
Editing 30%	Clean edits (black holes, unintentional jump cuts, lag time/pacing)			
	Advanced editing techniques used (e.g., motion graphics, color grading, subtitles present, etc.)			
Category		<u>Rarely Seen</u> 0 to 3 Points	<u>Sometimes Seen</u> 4 to 6 Points	<u>Consistently Seen</u> 7 to 10 Points
Audio 10%	All audio is clear and easy to understand; sound design is used to enhance video quality			
Creativity 10%	Video is unique and engaging; Student used new ideas and innovative ways to present the content			
Category		<u>Rarely Seen</u> 0 to 7 Points	<u>Sometimes Seen</u> 8 to 14 Points	<u>Consistently Seen</u> 15 to 20 Points
Effectiveness 20%	Engages viewers with a clear message aimed at raising awareness or encouraging positive action on a social issue			