

## Rubric for Air Quality PSA

CATEGORY	4	3	2	1
<b>Point of View - Purpose</b>	PSA establishes a purpose at the beginning and maintains that focus throughout! Cohesive PSA.	Establishes a purpose at the beginning, but occasionally wanders from that focus.	The purpose is somewhat clear but many aspects of the PSA seem only slightly related.	It was difficult to figure out the purpose of the PSA.
<b>Awareness of Audience</b>	Student can clearly explain why the vocabulary, audio and graphics chose fits intended audience.	Student can explain why the vocabulary, audio and graphics chose fits intended audience.	There was some awareness of the audience, but student can not describe how the vocabulary, audio and graphics chose fits intended audience	Limited attention to audience in designing PSA AND/OR can explain how the element relate to the audience.
<b>Duration of presentation</b>	The PSA was between 30 and 60 seconds and did not seem hurried or too slow.	The PSA was between 30 and 60 seconds but seemed SLIGHTLY hurried or too slow.	The PSA was between 30 and 60 seconds but seemed VERY hurried or too slow.	The PSA was too long or too short.
<b>Speaks clearly</b>	Speaks clearly and distinctly all of the time and mispronounces no words.	Speaks clearly and distinctly all of the time but mispronounces 1 or more words.	Speaks clearly and distinctly most of the time and mispronounces no words.	Does NOT speak clearly and distinctly most of the time AND/OR mispronounces more than 1 word.

