

PROJECT RUBRIC : Global Warming Public Service Announcement (PSA)

Teacher: Ms. Barlos

Total Score: _____/20 points

Student Name: _____ Per: _____ Date: _____

CATEGORY	4 - EXCELLENT	3	2	1
Research/Background Information	Student included information that detailed the causes and effects of Global Warming (GW). Student answered required research questions correctly. Students completed Venn Diagram to identify both sides of the debate on GW.	All but ONE of the excellent requirements were met.	Several of the excellent requirements were met.	One or fewer of the excellent requirements were included.
Citations/Reference Page	Students included a Reference Page listing citations for credible sources and included citations for pictures. (RAD CAB)	All but ONE of the excellent requirements were met.	Several of the excellent requirements were met.	One or fewer of the excellent requirements were included.
Graphics/Photos (Music-optional)	Presentation includes quality graphics/photos that relate to the topic. Images used help tell the story, attract attention of the audience and stir emotion. (Optional - Music matches the mood)	All but ONE of the excellent requirements were met.	Several of the excellent requirements were met.	One or fewer of the excellent requirements were included.
Mechanics/Design	No errors in grammar or spelling. Design is grabs the attention of the audience, is neat, attractive, colorful, clearly labeled.	All but ONE of the excellent requirements were met.	Several of the excellent requirements were met.	One or fewer of the excellent requirements were included.
Message/Call to Action	The Call to Action is obvious and clearly stated or shown. The image(s) clearly reflect what action the audience is required to take	The Call to Action is stated or shown and the message reflects what action the audience is required to take.	The Call to Action is not clearly stated or shown.	The Call to Action is missing.

