

Public Service Announcement Documentary Rubric

Topic/Point Value	10	7	5	3	Score
Point of View	Makes a persuasive case for one clear point of view or main idea	Argues for a point of view, but is not persuasive/has information that doesn't fit main POV	States a point of view, but does not argue for it; weak main idea	Does not state a point of view or main idea	
Supporting Media Elements	Media elements provide strong support for the point of view; interview(s) set up well with clear sound	Media elements support the point of view, but are not compelling. Interview is adequate; some sound problems	Media elements do not support the point of view. Interview is not well set up and it's hard to hear voices.	No supporting media elements are used. Interview is not present or not clear.	
Facts	Uses and cites supporting facts from at least 3 reliable sources	Uses supporting facts without citation; only one or two sources	Facts don't support point of view	Uses opinion without facts	
Structure	Narrative has a clear organizing structure and flows logically	Narrative has an organizing structure but needs some improvement	Narrative is disorganized	No attempt at an organizing structure is in place	
Variety and Pacing	Changes the screen image and/or audio on a regular basis to engage the audience	Changes media sometimes to engage audience, but pacing could be improved	Uses more than one medium, but doesn't engage audience	Uses only one medium	
Production Values	Has high-quality sound, video editing, camera work, and transitions	Production values could be better, but main idea is supported	Technical problems make the topic hard to understand	Technical problems ruin the video; the point is lost	