

Storyboard Rubric

Component	Does Not Meet Expectations	Approaching Expectations	Meets Expectations	Exceeds Expectations
Message, Audience, and Purpose	The message is unclear. The message leaves no impression on the viewer and is inappropriate for the intended audience. The purpose of the PSA is not clear.	The message is clear. The message leaves little impression on the viewer and some aspects are inappropriate for the intended audience. The purpose of the PSA is clear after initial clarification.	The message is clear. The message leaves an impression on the viewer. The message clearly addresses the intended audience. The purpose of the PSA is clear.	Message is clear and creative. The message leaves a lasting impression on the viewer. The message is clearly targeted to impact the intended audience. The PSA has a clear and universal purpose.
Support and Details	No research, statistics, information, or other details are included in the PSA.	Minimal research, statistics, information, or other details are included. There is no unifying connection between the support and the message.	The PSA is complete with research, statistics, details, and information. The support and details are clearly connected to the message.	The PSA is complete with research, statistics, details, information, and other support for the message. The support and details are comprehensive and connected to the message. Everything in the PSA is there for a reason.
Creativity and Execution	Images, special effects, and superscript communicate basic or already used ideas.	Images, effects, and superscript communicate a general creativity. The PSA incorporates few original ideas.	Images, effects, and superscript communicate some creativity. The PSA incorporates many original ideas.	Images, special effects, and superscript communicate creative ideas and execution. The PSA incorporates innovative and original ideas.