|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **Score/Comments** |
| **Content****(Enduring Understanding)** | * Very dull
* Lacks information
* Hard to understand
* Shows little understanding of topic
 | * Kind of boring
* Somewhat informative
* Parts are understandable
* Noticeable room for improvement on understanding
 | * Keeps attention
* Mostly informative
* Mostly understandable
* Shows decent understanding of topic
 | * Can’t stop watching!
* Very informative
* Easily understandable
* Shows deep understanding of topic
 |  |
| **Performance** | * Poor audio all around
* Seems unrehearsed
* Much too fast or much too slow
 | * Hard to understand
* Some mistakes
* Pace needs work
 | * Audio is fine
* No noticeable mistakes
* Pace mostly good
 | * Great audio
* Smooth and no issues
* Good pace
 |  |
| **Technical Part 1** | * Background images are absent, incorrect, or poor quality
 | * Background images are present, correct or decent quality
 | * Background images are good, correct and good quality
 | * Background images are great, add to enjoyment of video and of good quality
 |  |
| **Technical Part 2** | * Green screen editing is distracting and poorly executed
 | * Green screen editing has some issues
 | * Green screen editing is good
 | * Green screen editing is smooth and flawless
 |  |
|  |  |  |  |  | **TOTAL:**  |

**Green Screen Public Service Announcement Rubric**