

## PSA Video Rubric

	<b>1</b>	<b>2</b>	<b>3</b>
<b>Image Choices</b>	<b>Images</b> were confusing. Didn't fit well with the words.	<b>Images</b> were OK. I could understand why they were there.	<b>Images</b> made me think about things that cause global warming.
<b>Audio Choices</b>	<b>Audio</b> was distracting. Didn't fit well with the words.	<b>Audio</b> was OK, it didn't bother me, but it didn't add much.	<b>Audio</b> put me in the right mood to think about a serious problem.
<b>Editing Style</b>	Poor pacing of images and <b>video transitions</b> . Difficult to watch and listen at the same time.	Images and <b>video transitions</b> fit together nicely. Did not distract from the message.	Images and <b>video transitions</b> went together with the words and sounds. <b>Narration, images and audio</b> worked together to create a serious mood.

### Things to pay attention to for *YOU, PSA on Global Warming*

- Did each image clearly strengthen the persuasive main idea of the narration?
- Did the images make you think about things that our audience does to contribute to global warming? How will they make our audience feel?
- Did the sound (voices, sound effects, or music) put the audience in the right mood (sad, serious, excited)? What could we add or take away?
- What type of music or video transitions might fit the mood we're trying to create?

### End of Class Discussion

- Why is it "Fair" for us to use images from the Internet for this video?
- Would it be "Fair", or OK for someone to take pieces of our video to make their own video? Even if it were for something you didn't believe in?