Storyboard Rubric

	Does Not Meet	Approaching Expectations	Meets Expectations	Exceeds Expectations
Component	Expectations	The message is clear.	The message is cledi.	Message is clear and creative. The message
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 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 leaves an impression on the viewer. The message clearly addresses the intended audience. The purpose of the PSA is clear.	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.	are clearly connected to	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.
			Images, effects, and	Images, special effects, and superscript
Execution and superscript communicate basic	Images, special effects, and superscript communicate basic or already used ideas.	Images, effects, and superscript communicat a general creativity. The PSA incorporates few original ideas.	l commillicate	communicate creative ideas and execution. The PSA incorporates innovative and original ideas.