

NATIONAL PARTNERSHIP for

Recruiting, Preparing, and Supporting FCS Educators

Why Teach FCS Video Evaluation Rubric

Participant Name(s): _____

Topic: _____

Category	1	2	3	4	Points
Timing	The PSA is less than 15 seconds or more than 60 seconds in length.	The PSA is less than 20 seconds or more than 55 seconds in length.	The PSA is less than 25 seconds or more than 50 seconds in length.	The PSA is between 30-45 seconds in length.	
Content	Participant(s) does not have an understanding of the topic. Many statements are incorrect or unsupported.	Participant(s) is uncomfortable with the topic and/or presents inaccurate or missing information.	Participant(s) is at ease with topic and presented information accurately.	Participant(s) demonstrates full understanding of topic, presenting accurate and complete information.	
Technical Quality	Very little technical skill is evident in the production of the PSA.	Some technical skill is evident in the creation of the PSA, but it adds little to the effectiveness of the announcement.	Technical skill is evident in the PSA and adds to the quality of the announcement.	A high degree of technical skills is evident in the PSA with effects that are powerful an add to the impact of the PSA.	
Originality & Creativity	The PSA reflects a lack of creativity and originality.	The PSA reflects some creativity, but lacks originality.	The PSA reflects creativity and the use of original thoughts.	The PSA reflects an exceptional degree of creativity and original thoughts.	
Message Effectiveness	The message is not clear. The PSA is not engaging.	The message is understood, but it lacking motivational value and engagement.	The message is clear and catches the attention of the audience early, but doesn't engage throughout the entire broadcast.	The message is strong and engages the audience throughout the entire broadcast.	
Total Points (20 points total)					