

STLP RUBRIC: PSA VIDEO PRODUCT

From Digital Online Judging to State Championship
Team Event, 2 Titles Allowed Per School To Apply

The PSA video should market a product or idea and be persuasive. It stays within the precise time limit of 15, 30, 60 seconds. The best products will be invited to State Championship as finalists (no physical copies or student presentations are required). First and second place will be recognized at the State Championship Awards.

What the STLP Coordinator/Coach/Teacher should do:

- Share the rubric with students who produce video
- Determine which students should apply for this category
- Assist students with questions, make suggestions on quality of work
- Check for any copyright issues (guide corrections as necessary)

What the student should do:

- Review the rubric, Follow Copyright rules
- Turn work in on time to be posted

TITLE OF VIDEO: _____

ONLINE JUDGING & STATE CHAMPIONSHIP		CRITERIA	POINTS EARNED
CATEGORY	Video is in the correct category and can readily be accessed online by judges Public Service Announcement (PSA): a marketed product or idea; persuasive and precise limit 15, 30, 60 seconds		0 10
COPYRIGHT	Intellectual property is respected; Copyright rules are followed; Any text, audio or images are school appropriate		0 10
FOOTAGE	Majority of the footage is running video shot by the team of students; historic images or footage are used minimally and properly credited		1 2 3 4 5
CREDITS	All music, images, websites are credited properly		0 1 2 3 4 5 6 7 8 9 10
CREATIVITY/ORIGINALITY	Preplanning: Clear purpose and audience; well organized shots are planned		1 2 3 4 5 6 7 8 9 10
PRODUCTION QUALITY	Clear; appealing; audio and images fit the mood		1 2 3 4 5
Shots	Video shows planned shots and good editing; includes steady shots (use of tripod); a variety of shots (close-ups, wides, pans, tilts, zooms, trucks, dollies)		1 2 3 4 5
Audio	Voice quality is good; can be heard/understood very clearly; internal and external microphones were used if needed		1 2 3 4 5
Lighting	Used appropriate lighting and extra lights, if needed		1 2 3 4 5
Enhancements	Images, interviews, voiceover text, sound/music enhance the piece		1 2 3 4 5
POST PRODUCTION	Editing is evidence in final product with effects and transitions, music, added.		1 2 3 4 5
		TOTAL SCORE OUT OF 75:	

AT STATE PRESENTED ON STAGE: First Second