

PSA or Political Ad Project Evaluation

- Target Audience:** Elementary through high school students
- Format:** 16:9 wide screen, 60 interlaced frames per second
- Length:** Exactly 30, 45 or 60 seconds (no credits allowed)

Student Names

Pre-Production

Treatment/Script/Storyboard/Shotlist and Schedule:

This is worth 30 points _____

Story/Message: 20 points _____

Production

Camera Work: *This is worth 20 points* _____

Lighting: *This is worth 10 points* _____

Production Audio: *This is worth 10 points* _____

Post Production

Editing: *This is worth 20 points* _____

Audio Sweetening: *This is worth 10 points* _____

Total: _____/120

Roles

Student: _____	Position _____	<i>: This is worth 30 points</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	<i>Total:</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	

Student: _____	Position _____	<i>: This is worth 30 points</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	<i>Total:</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	

Student: _____	Position _____	<i>: This is worth 30 points</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	<i>Total:</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	

Student: _____	Position _____	<i>: This is worth 30 points</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	<i>Total:</i> _____
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	
<i>Evaluator:</i> _____	<i>Justification (required)</i> _____	

Student: _____ **Talent:** *This is worth 10 extra credit points* _____
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Student: _____ **Talent:** *This is worth 10 extra credit points* _____

Requires Directors signature: _____