

Public Service Announcement: PowerPoint Slide Scoring Rubric

When rating a public service announcement built from a PowerPoint slide, three categories are important to consider: The content that has been included, the production enhancements that make the PowerPoint slide more engaging, and the overall appearance of the final product. The following rubric will help you to determine the quality of your Public Service Announcement PowerPoint slide.

Criteria	Basic	Intermediate	Advanced
<p>Content</p> <p><i>(Content refers to the statistics, facts, statements and quotations used to introduce the issue to viewers.)</i></p>	<ul style="list-style-type: none"> ▪ Content is often inaccurate. Facts must be checked again. ▪ The language used to deliver content is inappropriate for this audience. ▪ Audiences will struggle to make sense of the issue being presented because of inaccurate or insufficient content. ▪ Audiences are unlikely to be interested in this issue after viewing this PowerPoint slide. 	<ul style="list-style-type: none"> ▪ Content is accurate, but not especially engaging. Better fact selection would have improved the value of the final product. ▪ Content is delivered in language that is appropriate for the intended audience. ▪ Audiences are left with unanswered questions about why this issue matters. ▪ Audiences may enjoy this presentation, but are unlikely to be moved to action by content. 	<ul style="list-style-type: none"> ▪ Content included is accurate and engaging. ▪ Content included paints a moving picture of the issue being presented. ▪ Content is delivered in language that is appropriate for the intended audience. ▪ Audiences are drawn into this issue and moved to action by content.
<p>Production/Enhancements</p> <p><i>(Production and enhancements refers to the fonts, colors, and images used to evoke emotions and to polish a presentation.)</i></p>	<ul style="list-style-type: none"> ▪ Image chosen may seem unrelated to the issue being studied. ▪ Source for the image chosen has not been included. ▪ Little has been done to use fonts, colors, text sizes, or images to enhance this PowerPoint slide. ▪ Presentation comes across as careless and amateurish to viewers. 	<ul style="list-style-type: none"> ▪ The fonts, colors and text sizes used make learning from the PowerPoint slide possible. ▪ Source for the image has been included, but may not be free from copyright protections. ▪ The fonts, colors, text sizes and image selected for this PowerPoint slide are interesting, but may not always communicate the appropriate emotions. ▪ The PowerPoint slide is a strong student product, but few would describe it as professional and it is unlikely to be remembered. 	<ul style="list-style-type: none"> ▪ Fonts, colors, and text sizes have been used to emphasize critical ideas in this PowerPoint slide. ▪ Source for the image has been included, is publicly available, and is licensed for use under the Creative Commons. ▪ Image has been carefully selected to evoke an emotional response from viewers. ▪ PowerPoint slide has a professional look and feel that engages viewers. ▪ Viewers will easily remember this slide.
<p>Overall Appearance</p> <p><i>(Overall appearance refers to the general sense communicated by the PowerPoint slide as a whole.)</i></p>	<ul style="list-style-type: none"> ▪ Slide includes too much text, text that is poorly sized, or text shared in fonts that are unreadable when shared with an audience. ▪ The quality of the image included in the slide is poor. Image is poorly sized, distorted, too dark, or too light. ▪ There appears to be no logical layout to the slide. Content and images appear to be scattered, making the message hard to follow. ▪ The use of Word Art and Clip Art is unprofessional, distracting viewers from the intended message of the slide. 	<ul style="list-style-type: none"> ▪ Slide includes an appropriate amount of text that is clearly visible and easy to read when shared with an audience. ▪ The quality of the image shared is average. While the image is generally undistorted, it may distract viewers and/or be inappropriate for the intended message of the slide. ▪ There is a clear organization to the slide, but the organization may be ineffective, causing the viewer to work in order to understand the intended message of the slide. ▪ If Word Art and/or Clip Art have been used, it has been done appropriately and does not distract viewers. 	<ul style="list-style-type: none"> ▪ The text included on this slide has been carefully chosen, communicating important ideas in as few words as possible. As a result, the slide is clearly visible, easy to read when shared with an audience, and very informative. ▪ The image shared is extraordinary. Not only is it undistorted and appropriate for the intended message of the slide, it is powerful and engaging. ▪ The organizational strategy for the slide is effective. Important content stands out without confusion. ▪ Word Art and Clip Art have NOT been used. Instead, the intended message is communicated through powerful words, clean fonts and an interesting image.