

PSA Commercial Rubric:

	4	3	2	1
CCSS Writing 9-10 4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.	Script is clear, organized logically, and the purpose is appropriate for the student audience.	Script is mostly clear, organization is not always logical, and the purpose is mostly appropriate for the student audience.	Script is vague, little organization, and the purpose lacks understanding of the audience.	Script is too vague, no organization, and there is no clear purpose or audience.
CCSS Math S-ID 1. Represent data with plots on the real number line (dot plots, histograms, and box plots).	Students choose the appropriate type of chart to represent their data. The graph or chart is labeled clearly and appropriately.	Students represent their data with a chart, but it may not be the best fit for their data. The chart is labeled, but not clearly.	Students represent their data with a chart, but the information is incorrect. The chart is not labeled.	Students do not include a chart or graph representing the data they collected.
ELD Standard 11a) Justify opinions or persuade others by making connections and distinctions between ideas and texts and articulating sufficient, detailed and relevant textual evidence or background knowledge, using appropriate register.	Students use appropriate register in the script and commercial in order to persuade others. Students use logical and statistical facts to back up their opinions and persuade others.	Students almost use appropriate register in the script and the commercial. Students use some logical and statistical facts to back up their opinions and persuade others.	Students do not use appropriate register in the script and commercial. Students use few logical and statistical facts to back up their opinions and persuade others.	Students do not use appropriate register in their script and commercial. Students do not use any statistical facts to back up their opinions and persuade others.
Video requirements	Students video is at least 1 minute long and no longer than 5 minutes. Students include 2 pieces of statistical evidence in their commercial. Students provided feedback via the forum to more than 2 groups.	Students video is at least 1 minute long and no longer than 5 minutes. Students include 1 piece of statistical evidence in their commercial. Students provided feedback via the forum for 2 groups.	Students video is shorter than 1 minute. Students include 1 piece of statistical evidence in their commercial. Students provided feedback via the forum for 1 group.	Students video is shorter than 1 minute. Students do not include any pieces of statistical evidence. Students did not provide any groups with feedback on the forum.