## Module 7: Plate Tectonics and Earth's Structure Authentic Assessment: Are You Prepared? Public Service Announcement Rubric

|           | 20 Points                       | 15 Points                        | 10 Points                       | 0 Points                        |
|-----------|---------------------------------|----------------------------------|---------------------------------|---------------------------------|
|           | The PSA content provides        | The PSA content is relevant      | The PSA contains                | The PSA content contains        |
|           | accurate and detailed           | with information on plate        | misinterpreted statements and   | limited information on plate    |
|           | information on plate tectonics, | tectonics, as well as the        | fails to identify relevant      | tectonics, or the causes and    |
|           | as well as the causes and the   | causes and the impacts of        | information on plate tectonics, | the impacts of volcanoes,       |
| Research  | impacts of volcanoes,           | volcanoes, earthquakes, or       | or the causes and the impacts   | earthquakes, or tsunami. It     |
|           | earthquakes, or tsunami. In     | tsunami. In addition, the PSA    | of volcanoes, earthquakes, or   | may not address how to          |
|           | addition, the PSA addresses     | addresses how to compile a       | tsunami. It poorly addresses    | compile a survival tool kit and |
|           | how to compile a survival tool  | survival tool kit and a survival | how to compile a survival tool  | a survival plan.                |
|           | kit and a survival plan.        | plan.                            | kit and a survival plan.        |                                 |
|           | The PSA is very organized       | The PSA is organized and         | The PSA has limited             | There is no evidence of         |
| Tone      | and clear with a persuasive     | clear with a somewhat            | organization and lacks clarity. | organization or clarity. The    |
| rene      | tone.                           | persuasive tone.                 | There is a limited persuasive   | PSA is not persuasive.          |
|           |                                 |                                  | tone.                           |                                 |
| Longth    | The segment is 2-3 minutes      |                                  |                                 | The segment is below two        |
| Length    | long.                           |                                  |                                 | minutes.                        |
|           | The PSA contains no             | The PSA contains almost no       | The PSA contains a few          | The PSA contains many           |
|           | grammatical errors.             | grammatical errors, and the      | grammatical errors. The errors  | grammatical errors.             |
| Mechanics |                                 | errors present are minimally     | tend to be distracting to the   |                                 |
|           |                                 | distracting to the listener.     | listener.                       |                                 |
|           | All sources of information, if  | Most sources of information,     | Sometimes copyright             | No references are included.     |
| Citations | used, are properly cited so     | if used, are properly cited so   | guidelines are followed and     |                                 |
|           | that the audience can           | that the audience can            | some information does not       |                                 |
|           | determine the credibility and   | determine the credibility and    | use proper citations.           |                                 |
|           | authority of the information    | authority of the information     |                                 |                                 |
|           | presented.                      | presented.                       |                                 |                                 |

