

Break the Silence

A PSA Contest
sponsored by:

the Sexual Assault Crisis and Support Center

Judging Rubric

April is Sexual Assault Awareness Month.

Please join us in breaking the silence that surrounds sexual violence.

Your original creation will be evaluated using seven different criteria...

Creativity	20 pts
Continuity	10 pts
Clarity	10 pts
Impact	20 pts
Hook/Tag Line	20 pts
Technical Production	10 pts
Overall Presentation	<u>10 pts</u>
	100 pts total

DISQUALIFICATION

Any projects that...

- Contain nudity of any kind
- contain excessive/graphic violence or any profanity
- endorse racial/cultural/gender/religious bias
- exceed 30 seconds or are submitted in a format other than those specified
- violate intellectual property rights (copyright/fair use)

Use Your Noodle! (30 total pts)

Creativity (20 pts): Judges the originality of your production

Continuity (10 pts): Does the project flow logically from beginning to end?

Be an Advertising Guru! (50 total pts)

Clarity (10pts): Does the project clearly express its message? Are any arguments made clear and logical?

Impact (20 pts): Creates motivation for social change

Hook/Tag Line (20pts): Is the tag line or message powerful and versatile enough be used in other forms of media (TV, radio, online)?

Make Spielberg Jealous! (20 total pts)

Technical Production (10 pts): How well are settings, light, color, graphics, special effects, and sound used to convey the message?

Overall Presentation (10 pts): Do technical aspects enhance the message instead of distracting the viewer?

Entries must be submitted no later than **May 21st, 2010**. Winners will be announced **May 28th, 2010**.

Good luck!