

Genetics PSA Project
Assessment Criteria

Content: (20)

Approaching Standard	At Standard	Above Standard
<ul style="list-style-type: none">• Not informative• Off topic• Uninteresting• Unclear message	<ul style="list-style-type: none">• General Information provided• On topic• Interesting• Clear message	<ul style="list-style-type: none">• Very specific information provided• Persuasive• Powerful message

Comments:

Method of Delivery: (10)

Video/Radio

Approaching Standard	At Standard	Above Standard
<ul style="list-style-type: none">• Too long/too short• Poor audio/video• Lack of rehearsal• Poorly put together	<ul style="list-style-type: none">• Well-timed• Clear audio/video• Rehearsed• Well put together	<ul style="list-style-type: none">• Polished• Professional

Comments:

Print

Approaching Standard	At Standard	Above Standard
<ul style="list-style-type: none">• Not colourful• Untidy• Poorly organized• Not attractive• Difficult to read	<ul style="list-style-type: none">• Colourful• Neat• Organized• Attractive• Easy to read	<ul style="list-style-type: none">• Eye-catching• Polished• Professional

Comments: