# Physics of Driving Safety PSA RUBRIC

**Student Name __________________**

<table>
<thead>
<tr>
<th>Requirements for Advertisement</th>
<th>Possible Points Earned</th>
<th>Self Evaluation Points</th>
<th>Total Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Included a clear and unique/catchy message</td>
<td>5</td>
<td></td>
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</tr>
<tr>
<td>Included at least 3 relevant statistics</td>
<td>6</td>
<td></td>
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<tr>
<td>Included relevant verbal or visual images/charts/graphs</td>
<td>6</td>
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<tr>
<td>Included a sponsor or contact information</td>
<td>4</td>
<td></td>
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<tr>
<td>Designed Ad to appeal to a specific audience</td>
<td>4</td>
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<tr>
<td>Ad was put together neatly with care, professional</td>
<td>10</td>
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<tr>
<td>Physics concepts were included in the Ad appropriately</td>
<td>10</td>
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</tbody>
</table>

## Requirements for Physics Explanation

1. **Paragraph 1 - Introduction**
   - Why chose topic and form of Ad
   - Possible Points Earned: 4

2. **Paragraph 2 - Ad Explained**
   - Message
   - Possible Points Earned: 2
   - Target audience, how tailored
   - Possible Points Earned: 4

3. **Paragraph 3 - Physics & 2 sets of examples**
   - How physics applies conceptually
   - Possible Points Earned: 10
   - Specific formulas, laws, graphs in 2 comparisons
   - Possible Points Earned: 10

4. **Paragraph 4 - Conclusion**
   - Likes/Dislikes about project
   - Possible Points Earned: 5
   - Appropriate Length (2 pages+)
   - Possible Points Earned: 4
   - Bibliography page with at least 3 sources
   - Possible Points Earned: 6

## Requirements for Ad Presentation

- Made eye contact
  - Possible Points Earned: 2
- Enthusiasm/posture
  - Possible Points Earned: 2
- Strong, clear voice
  - Possible Points Earned: 2
- Discussed message/stats/audience/appeal/physics
  - Possible Points Earned: 4

## Overall Score

100