

PSA RUBRIC

Category	4	3	2	1
Problems Identified	Students clearly and accurately identify the type of problem that can affect consumers.	Students identify one problem that can affect consumers. The problem as written could be more clear or concise.	Students identify one problem of identity theft or fraud that can affect the consumer, but it is confusing.	Students do not identify a problem of identity theft or fraud that can affect the consumer.
Solutions Identified	Students identify 5 reasonable, insightful solutions or strategies to discourage online identity theft or fraud.	Students identify 4 reasonable, insightful solutions or strategies to discourage identity theft or fraud.	Students identify at least 3 reasonable, insightful solutions or strategies to discourage identity theft or fraud.	Students identify fewer than 2 reasonable, insightful solutions or strategies to discourage identity theft or fraud.
Visuals, Text, and/or Audio	Students produce interesting visuals and informational text that more than adequately address the issue.	Students produce interesting visuals and information (text or audio) that address the issue.	Students produce some visuals and information (text or audio) but have not addressed all the issues.	Students produce visuals or information (text or audio), but their presentation does not address the issue.
Overall Product	Students create an overall original, accurate, and interesting product that adequately addresses the issue.	Students create an accurate product that adequately addresses the issue.	Students create an accurate product, but it does not adequately address the issue.	The product is not accurate.
Sources	Three Internet sources are properly cited on the poster or turned in as part of the assignment	Two Internet sources are properly cited and turned into the teacher.	All Internet sources are listed but not properly cited.	Internet sources are not included in the assignment.