**PSA Grading Rubric**

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| Length (minimum 30 to 60 seconds) | 6 points |  |
| Motion Background | 10 points |  |
| Text | 4 points |  |
| Video Quality | 20 points |  |
| Music | 10 points |  |
| Voice | 10 points |  |
| Sound Effects | 10 points |  |
| Transitions | 10 points |  |
| Overall flow (clearly gets the message across) | 20 points |  |