PSA Project Rubric

Project Checklist:
Your public service announcement (PSA) should include the following:

Biological Information About Your Microbe:
_______ Scientific classification
_______ Ideal environmental conditions

Impacts on the Body System:
_______ Body parts & systems that are impacted
_______ Details on how the microbe impacts the body: Harmful? Helpful? Neutral?

Public Health Information:
_______ How the microbe spreads
_______ Signs & symptoms
_______ Treatment
_______ How to prevent the spread of the microbe

Other Uses or Applications:
_______ Other ways the microbe is used by humans
_______ Other ways that the microbe may be helpful or neutral

Call to Action:
_______ Evidence-based argument about how the microbe impacts the human body and the value of its eradication
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Proficient Microbiologist</th>
<th>Apprentice Microbiologist</th>
<th>Emerging Microbiologist</th>
<th>Feedback</th>
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</thead>
<tbody>
<tr>
<td><strong>NGSS Science and Engineering Practice: Obtaining, Evaluating, and Communicating Information.</strong></td>
<td>Your PSA is easy for the audience to follow. The information about your microbe and its impacts is accurate and engaging.</td>
<td>Your PSA is somewhat easy for the audience to follow. The information about your microbe and its impacts is mostly accurate and engaging.</td>
<td>Your PSA is not easy for the audience to follow. The information about your microbe and its impacts is not accurate and engaging.</td>
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<tr>
<td><strong>CCSS.ELA-Literacy.WHST.6-8.4:</strong> Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</td>
<td>Use a combination of text and visuals to effectively communicate about your microbe and its impacts on the human body.</td>
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<td><strong>NGSS Science and Engineering Practice: Engaging in Argument from Evidence.</strong></td>
<td>You provide 4-5 pieces of appropriate evidence. Evidence and reasoning are sufficient to support the claim.</td>
<td>You provide 2-3 pieces of appropriate evidence. Evidence and reasoning may not be sufficient to support the claim.</td>
<td>Your claim is not supported by appropriate evidence and/or reasoning.</td>
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<td>Develop an evidence-based argument about the value of eradication for your microbe.</td>
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<td><strong>NGSS Performance Expectation MS-LS1-3</strong></td>
<td>Your argument includes 2-3 ways that the microbe impacts the systems/sub-systems of the body.</td>
<td>Your argument includes 1 way that the microbe impacts the systems/sub-systems of the body.</td>
<td>Your argument does not address how the microbe impacts the systems/sub-systems of the body.</td>
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