



Academic Integrity PSA Scoring Criteria

As you plan to create an academic integrity PSA, it is helpful for both faculty and students to understand the scoring criteria used in the Connecticut contest. The following criteria are used by contest judges to evaluate academic integrity PSAs.

Academic Integrity Content & Values (1-10 Points)

The PSA accurately and clearly portrays one or more of the following academic integrity values: honesty, ethical courage, respect, trust, responsibility, fairness, or integrity. Viewers can connect how the values relate to academic integrity. The PSA is positive in tone and accurate in content. The PSA makes the viewer think about the importance of academic integrity. The PSA uses appropriate language and scenarios for the intended audience.

Creativity (1-8 Points)

The PSA articulates the values of academic integrity in an innovative and unique way. The PSA is entertaining. A viewer would want to share the video with others.

Continuity (1-6 Points)

The PSA makes sense and follows a logical outline. The PSA tells a clear story or narrative where the theme of academic integrity is supported.

Production Value (1-4 Points)

The PSA is produced with thought and care. The shots are well composed and in focus. The audio is clean and audible. The aesthetic has a commercial or even cinematic appeal.