

Project Title: \_\_\_\_\_

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Group Name: \_\_\_\_\_

Members: \_\_\_\_\_

# Public Service Announcement (PSA Project)

## OBJECTIVE

Create a 30-second video that promotes an idea that benefits the public.

## DESCRIPTION

There are many commercials on TV that do not advertise a product but an idea. These public service announcements (PSAs) have topics that generally apply to health, safety, and general common sense.

## KEY STEPS

1. Choose a subject appropriate for a public service announcement.
2. Brainstorm the best possible way to communicate the message in 30 seconds.
3. Get script approval.
4. Record the scenes from the film using props and appropriate locations.
5. Videotape the scenes in the order of the script (if possible). Remember to be creative during the shoot with your camera angles and techniques.
6. Import the video footage into the computers.
7. Edit the scenes in the order desired. Add any titles, music, sound effects, and voice-overs necessary for your message.
8. Be sure that the running time is not over 30 seconds. Export/render final edited video.

*“A film is never really good unless the camera is an eye in the head of a poet.”*

*—Orson Wells*

- Pick a topic that is a real concern—not, for example, “Tie your shoes.”
- Remember, if you find it boring to make, think of those poor people who have to watch it!
- Make it creative, concise and clear!
- Humor works well in some PSAs but is inappropriate for others.

Have your script approved here: \_\_\_\_\_

(INSTRUCTOR'S SIGNATURE)

(DATE)

