

# PSA Project

## ***PUBLIC SERVICE ANNOUNCEMENT***

Mr. Williams

Boulan Park Middle School

Mr. Williams Jan 2012



### **Assignment Details (DUE MONDAY, January 23) \*\* Last day of class is Jan 26**

You are to plan and shoot a **2-4 minute** PUBLIC SERVICE ANNOUNCEMENT working in groups of 4-5. This semester, we will focus on **bullying** as a problem in school and why we all need to help stop it. Make sure your audience understands how bullying happens in school and why it can be so damaging to teens. The PSA should also offer ideas on how to handle situations where bullying is or may be happening.

#### **Objective**

- Further master the use of Apple iMovie in video editing.
- Work with elements of composition and storytelling.
- Produce a work that has a LASTING, STRONG impact on the viewer.

#### **Requirements**

- The TOTAL video spot must between 2 minutes and 4 minutes.
- One or more members of your group should be on camera for at least part of the video.
- Editing will be done in class using iMovie.
- A Storyboard (using storyboard sheets) must be constructed and approved by Mr. Williams prior to beginning shooting.
- 5 seconds of black at the beginning and end – no BPTV logo!
- Fade up from black in the opening and out of black at the end.
- Video contains transitions and runs smooth from scene to scene.
- Includes title and credits AT END OF PSA.
- MUST use one or more songs that help convey the mood of the PSA – remember examples.
- A variety of shots and camera angles: dialogue technique, pan, long shot, medium shot, close-up.

#### **Assessment**

- Were all of the elements given above included?
- Was the timing of your video within the parameters given?
- Was the speaking voice clear?
- Was the sound track appropriate for the subject matter?
- Did you complete the assignment by the due date?
- Were the storyboards and other written assignments submitted per deadlines?
- Believable acting and scenes.
- PSA has lasting impression on the viewer.
- Fonts and sound coincided to enhance the video.
- Group dynamics-did the group work well together?
- Video is two-four minutes in length.