**3.01 Public Service Announcement Project**

The governor has announced a Public Service Announcement video contest for high school students. The contest is asking group of two students to submit a PSA that is dealing with one of the many issues facing the world today. The group with the winning submission will have their video produced by a professional production group to be aired across the state. Steps:

**Pre-Production**

1. Choose a topic for your PSA and get topic approval from your teacher.
2. Conduct background research on your topic to ensure you understand the most important issues related to your PSA. Find reliable statistics to build your story on. Use the 3.01 PSA Research Sheet to help organize your research.
3. Using the 3.01 PSA Storyboard Worksheet, develop a storyboard organize and refine your ideas and refine your narrations.

One possible format that works well is:

* 1. Five seconds of black
	2. Establishing shot/sequence (With narration)
	3. Statistic One (Black background with white text)
	4. Sequence Two (With Narration)
	5. Statistic Two (Black background with white text)
	6. Sequence Three (With Narration)
	7. Closing Statistic
	8. Call to Action (Narration)
	9. Contact Information
1. Gather any assets needed for the project: background music, images, logos, etc…
2. Get approval on your storyboard and move to production.

**Production**

1. Once teacher approval has been given on your storyboard, use photos, videos, available cameras to shoot the video shots/sequences for your PSA

**Post-production**

1. Use Movie Maker to create your Public Service Announcement.
	1. Create a new project.
	2. Create a title.
	3. Import video clips or stills, trim and edit as needed.
	4. Create titles for your statistics pages and your Call to Action with Contact Information.
	5. Add any transitions and effects.
2. Once your PSA is completed save it as (LastName)PSA.
3. Publish your PSA.

**3.01 PSA Research Sheet**

Topic Choice (Requires Teacher Approval): ­­­­­­­­­­­­­­­­­­­­

Teacher Initials: \_\_\_\_\_\_\_\_\_\_

Research your topic, looking for background information, story ideas, and credible statistics. Try to confirm facts or statistics using multiple sources. You must complete enough research to give you a good foundation of understanding on the topic before moving forward. Answer the following questions:

1. Create a list of relevant points related to your topic.
2. What did you find that is different from what you believed?
3. What do you think causes the problem? Be thorough as there are likely multiple causes.
4. List facts that back up the causes in question three?
5. Do you have facts, photos, and videos that will support your PSA?

**Things to consider when planning:**

Word to convey the message or goal? Catchy slogan? Ensure clarity of message.

How can you present the reasons in your video? How to convince people to listen?

What facts will you use? How will you illustrate them dramatically?

What images/video clips will you use to dramatically demonstrate the problem?

How will you approach the narration to gain maximum impact?

**PSA Rubric**

|  |  |
| --- | --- |
| Description: | Points Given: |
| Student researched their topic, did pre-planning research and was given approval by teacher before proceeding. (10 Points) |  |
| Student created storyboard that reflected the sequence for the video. (20 Points) |  |
| Video Requirements: (10 Points Each) |  |
| * Minimum of 2 minutes
 |  |
| * Project Title and narration (either spoken or written)
 |  |
| * Minimum of 15 photos
 |  |
| * Minimum of 2 videos (trimmed and edited)
 |  |
| * Background Music added
 |  |
| * Transitions and Effects
 |  |
| * Project saved as LastNamePSA and Upload to Edmodo
 |  |
| Final Grade: |  |

Teacher Comments: