

Digital Video

Public Service Announcement

Public Service Announcement- PSA- a short advertisement broadcast on radio or television intended to modify public attitudes by raising awareness of specific issues. The most common topics covered range anywhere from health to safety. A typical PSA is part of public awareness campaign to inform or educate the public about an issue such as smoking, diabetes, or drug and alcohol abuse.

Assignment: To create a 30, 60, or 90 second Public Service Announcement on a topic decided by your group and approved by Mr. Donnelly.

What to include-

-Make sure that all shots are composed in a proper manner. Use the rule of thirds to create interesting will framed shots.

- Groups should make sure that editing and filming techniques that are employed in a PSA are used such as adding music, text, voice-overs, etc.
- Groups should keep the message clear and simple. All groups need to add a short and catchy tagline at the end of their piece, as well as a way in which people can seek help (i.e. a website, number, or organization.)
- Groups should grab viewers attention through using comedy, shocking images, dramatic language, and carry this tone throughout the entire piece.

Assignments: (*Due Dates will be written on the board*)

-Script- ½-1 page script that is the dialogue between the actors, or a voice over narration. This needs to be handed in typed. This should also include in it any title screens that will be shown through text.

-Storyboard- At least 1 (6) block storyboard sequence that includes all shots, title screens and a short description of what is happening. These should all use proper shot composition employing rule of thirds and all other ways to properly frame a shot. They should be labeled correctly

- **Shot list-** A detailed shot list that includes what type or shot, where it will be filmed, and the order in which it will be shot. This should go along hand in hand with the storyboard.
- **Final Project-** Final project exported as an .mov quicktime file
- **Reflection Paper-** See attached sheet for details on how to complete the reflection paper.