**PSA Announcement Video Project**

**TBTV Television production**

**PSA** = Public Service Announcement.A PSA is designed to convey a clear message and ultimately make an impact on the viewer. The viewer is more aware, more understanding, or adjusts attitude/behavior because of the message.

In order to do that, they have to be short, creative, well done, and memorable. The best PSAs not only target a specific audience, but hit that audience’s heart through some emotion.

Choose a topic that you can create a PSA about for your viewing audience, East High School. Work up a commercial that will cause your audience to change, emphasize or enhance their opinion or belief. Quality PSAs **will air** on TBTV, so know that before you begin.

**Examples:** pick up trash in the parking lot; say no to peer pressure; not wearing hats in the building; graduate from high school; don’t do drugs; volunteer for xxxx; keep it green; do your homework; get along with others; love your body; get involved; don’t text and drive; don’t sext; etc. We will view examples in class so you’ll have a better idea of what makes a good PSA.

This PSA will be done primarily in VOICE-OVER style. That means the characters on your screen won’t necessarily speak and be heard. Your voice-over will give all important information and move the action along. (See Mrs. Brantz if you absolutely MUST have people talking- and be prepared to do battle for a microphone.)

**Video Portion:**

1. Your project must have a completed storyboard. The storyboard should be somewhat similar to the actual video production. Follow all directions for completing the storyboard, including technical instructions such as pans, tilts, camera shots, etc.
2. Your PSA must be 30, 60, or 90 seconds. Make sure you are right on the SECOND for full credit.
3. Your project must be original and not plagiarized. You can choose a topic that has already had a PSA made, but your idea for promoting it must be original. Don’t copy an idea from an existing commercial.
4. A 30-second PSA should contain a minimum of 10 edits, or clips. A 60-second PSA should contain a minimum of 20 edits. 90 seconds-- 25-30 edits. Count!
5. ALL projects must observe the rules of good taste, judgment, ethics and morality. Common sense should be your guide. If there is any portion of your project that is the least bit offensive to anyone in any way, then common sense should tell you not to use that portion in your PSA.
6. All projects must be as free from technical errors as possible. Avoid problems with screens, jump cuts, digital blocks, repeated actions, continuity, poor lighting, and poor sound.
7. Use proper transitions between scenes. Remember, the edit transition used most often is the CUT. Use DISSOLVES and special effects only when necessary and for a specific purpose.
8. Use proper titles. Remember to use an appropriate font (wide serif fonts), character size (thick and simple), and color (blue, black, white). For this assignment, you may use a blank screen at the end, or place your titles over the video itself.
9. Use enough interesting and appropriate camera angles and varying camera shots (close-up, extreme close-up, medium close-up, zoom, pan, tilt, etc.) to make the project both interesting and effective. Make sure to have proper head room and framing. Ensure that your shots are steady—use a tripod when needed! Wobbly or poorly filmed video will result in a very low grade.
10. Save your project correctly on the editor you are assigned to use. You must share your time equitably with other editors.

**Audio Portion:**

1. Your project should contain a nice mix of natural (nat) sound, narration where appropriate, background music and sound effects when needed.
2. You should primarily use a Voice-Over to get your message across. If you must have characters who speak, USE A MICROPHONE for any character dialogue. Hide it as much as possible, but USE it.
3. Adjust all audio levels to an appropriate level and balance them so that no one sound overpowers all others, except for your VO.
4. Make sure the music and sound effects you use for your project are appropriate for your message. They must fit with what you are trying to accomplish. REMEMBER that you cannot use more than 29 seconds of any musical work unless you it is royalty-free music.
5. Make sure that your audio does not compete with your message! We should hear the message loud and clear. All other sounds are background sounds.

Your PSA Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your group member(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project due date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PSA Grade sheet: Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Length: \_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_ 1. Completed Storyboard is turned in and detailed. Storyboard and video

should be at least similar!

\_\_\_\_\_\_\_\_ 2. Completed PSA is exactly 30, 60, or 90 seconds long.

\_\_\_\_\_\_\_\_ 3. Completed PSA must have at least 10-25 edits, or cuts.

\_\_\_\_\_\_\_\_ 4. PSA is free from technical errors as much as possible: jump cuts, blurred video, digital blocks, poor lighting, etc.

\_\_\_\_\_\_\_\_ 5. PSA filming is well done, with a tripod and steady work. Film should be in focus and steady, with no wiggling or wobbles.

\_\_\_\_\_\_\_\_ 6. PSA filming includes a number of different angles, and keeps head room and nose room intact.

\_\_\_\_\_\_\_\_ 7. PSA includes audio to add to the message where appropriate. Audio should be clean, clear of static, crisp, and at the correct levels.

\_\_\_\_\_\_\_\_ 8. PSA text is clear, spelled correctly, long enough to be read, large enough to be clear, and accurate.

\_\_\_\_\_\_\_\_ 9. PSA message is loud and clear, very specific, and comes across through the video. This is where your planning is key!

\_\_\_\_\_\_\_\_ 10. Overall PSA work—partnership, success of video, cooperation, and so on.

\_\_\_\_\_\_\_\_ (100 points possible)