

3.01 Public Service Announcement Project

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

Pre-Production

1. Choose a topic for your PSA and get topic approval from your teacher. Teacher initials: _____.
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:

- a. Five seconds of black
 - b. Establishing shot/sequence (With narration)
 - c. Statistic One (Black background with white text)
 - d. Sequence Two (With Narration)
 - e. Statistic Two (Black background with white text)
 - f. Sequence Three (With Narration)
 - g. Closing Statistic
 - h. Call to Action (Narration)
 - i. Contact Information
4. Gather any assets needed for the project: background music, images, logos, etc...
 5. Get approval on your storyboard and move to production. Teacher Initials: _____

Production

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

Post-production

7. Use Movie Maker to create your Public Service Announcement.
 - a. Create a new project.
 - b. Create a title.
 - c. Import video clips or stills, trim and edit as needed.
 - d. Create titles for your statistics pages and your Call to Action with Contact Information.
 - e. Add any transitions and effects.
8. Once your PSA is completed save it as (LastName)PSA.
9. Publish 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?

Suggested Steps:

Five seconds of black. (Fade Background Music In)

Transition

Establishing shot. Stills/video to introduce the problem (Hook) (Narration)

Transition

Statistic Relevant to Initial Sequence. (White Text on Black Background)

Transition

Short Sequence Two. Stills/video developing the issue. (Narration)

Transition

Statistic that builds on Sequence Two. (White Text on Black Background)

Transition

Short Sequence Three (Optional). Stills/video to further illustrate the issue. (Narration)

Transition

Statistics that continue to build. (Optional) (White Text on Black Background)

Transition

Short Sequence Four: Climax/Resolution. (Narration)

Transition

Announcer Voice Over with Images or Video Summarizing Problem and a Call to Action.

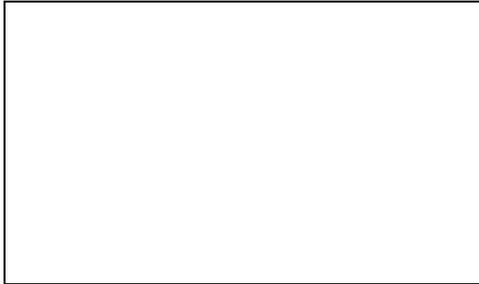
Transition

Contact Info/Logo etc..... (Black Background) (Fade Background Music Out)

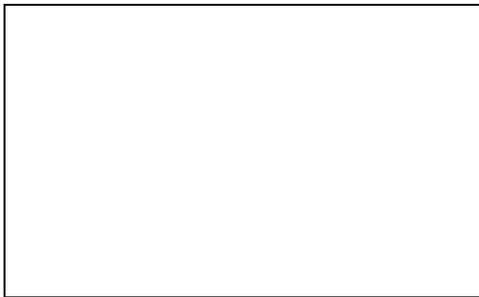
Shot Sizes
W = Wide
M = Medium
T = Tight

3.01 PSA Storyboard Worksheet

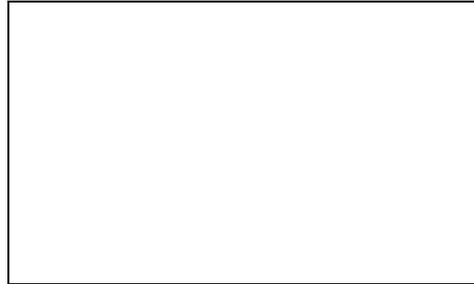
Directions: Use the 3.01 PSA Research Sheet to develop a storyboard for your project to guide you in developing your public service announcement. Remember that this storyboard should highlight key points in your production and force you to think about varying shot types to enhance impact. Place any notes or reminders in the space provided under each sketch.



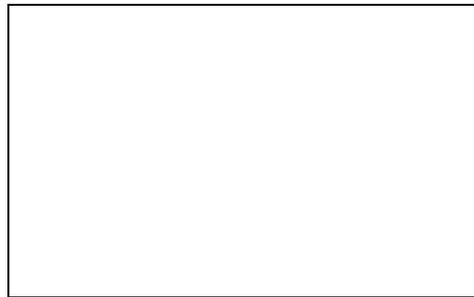
SHOT #: **SHOT SIZE:**



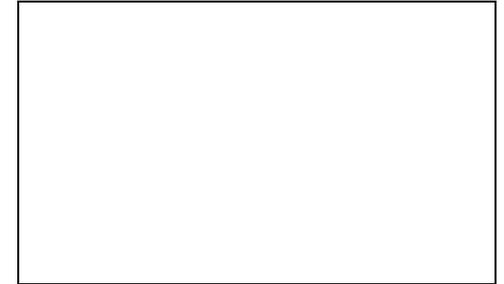
SHOT #: **SHOT SIZE:**



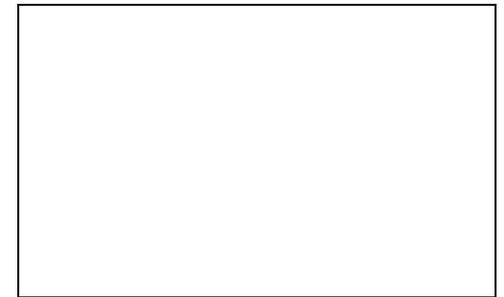
SHOT #: **SHOT SIZE:**



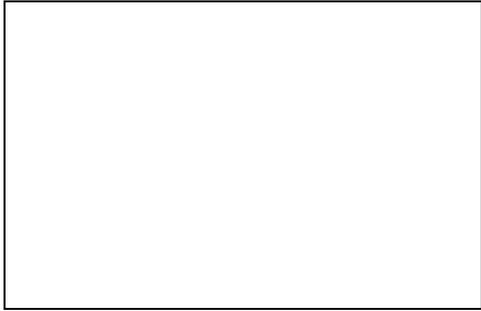
SHOT #: **SHOT SIZE:**



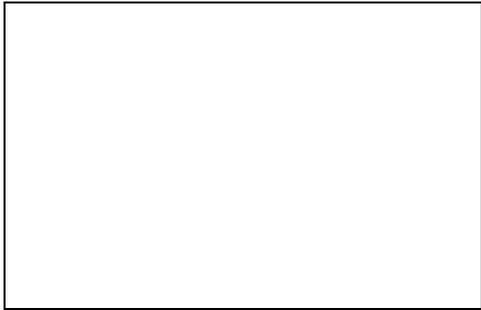
SHOT #: **SHOT SIZE:**



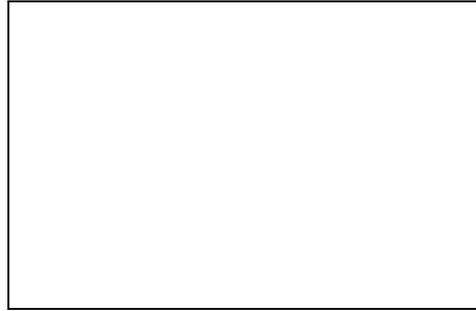
SHOT #: **SHOT SIZE:**



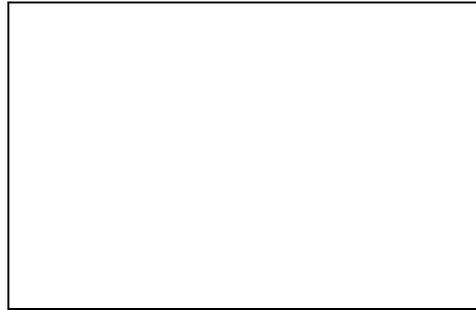
SHOT #: **SHOT SIZE:**



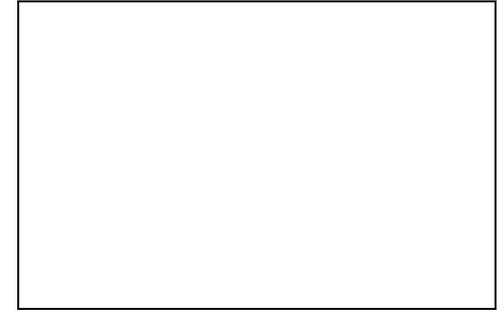
SHOT #: **SHOT SIZE:**



SHOT #: **SHOT SIZE:**



SHOT #: **SHOT SIZE:**



SHOT #: **SHOT SIZE:**



SHOT #: **SHOT SIZE:**
