

## **Project Overview**

In this project, you will work independently to create a 30-second PSA that can air on WAVE TV, be shown on the school VBRICK system, or posted on our school website.

### **Objectives**

After completing this project, students will be able to:

- Understand the purpose of a public service announcement (PSA) as well as the difference between a PSA and an advertisement.
- Use video as a format to communicate effectively and to raise awareness about a health, safety, or environmental issue.
- Demonstrate creative thinking and problem-solving skills.
- Work independently and multitask. (students still have extra curricular filming and editing)

Demonstrate a mastery of...

1. Pre Visualization (treatment-shot blocking-shot list-storyboards)
2. Filming and Advanced Batch Capturing
3. Editing, Transitions, Voice Over, Audio Engineering
4. Rendering- 2 different delivery mediums

### **PSA Topic**

Students develop your ideas for a PSA to raise awareness about a health, safety, or an environmental issue. Students use the Internet and other medium to brainstorm and find information that you can use to support your message. Students write a program treatment.

### **Shot List and Storyboard**

Students write a shot list in Microsoft Word and then develop a storyboard in PowerPoint to develop their PSA based on their research findings. Students use a digital camera to block out their shots and then import pictures into PowerPoint for the storyboard. At least 6 different shot angles\*\*\*\*\*

### **Filming**

Students, use a digital video camera to film their scenes. They will scout locations for filming on or near the school grounds. New Rule- \*\*\*\*\* No tripod=No Camera\*\*\*\*\*

### **Post Production**

Once filming is complete, use batch capturing to import your best takes into Vegas and then edit the video clips, record narration (voice over), add titles, transitions, and other elements.