

IMOVIE PSA

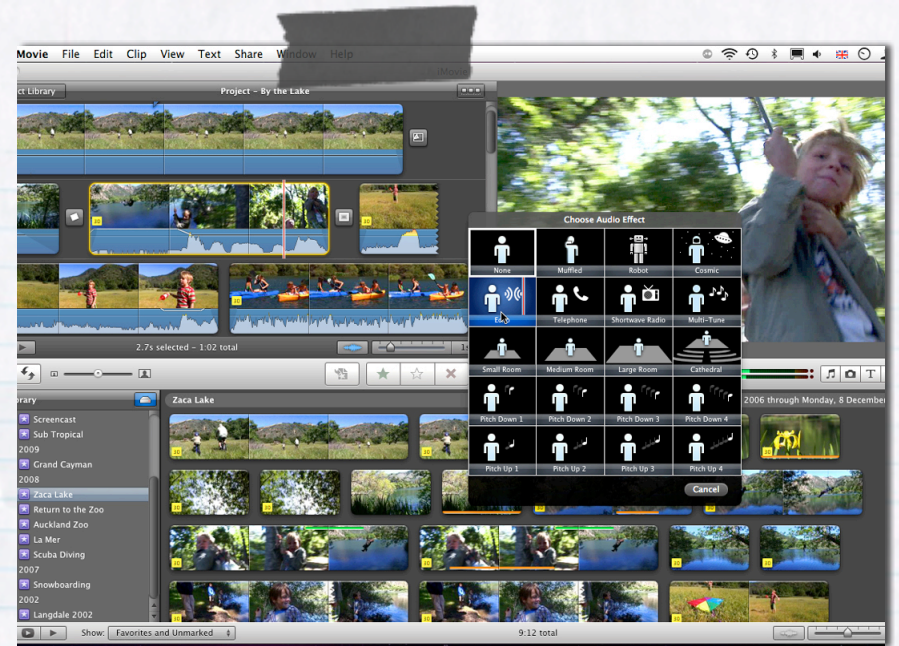
NATICK HIGH SCHOOL / DIGITAL MEDIA

Public Service Announcement

A PSA is a advertisement which relates to public issues. PSA's originally were shaped by the Ad Council (Initially called the War Advertising Council.) Their first campaigns focused on the country's needs during World War II. After the war, the Ad Council expanded its focus to address issues such as forest fires, blood donations and highway safety.

PSA'S TODAY

Today PSA campaigns are created by hundreds of non-profit and government agencies. On average the National Association of Broadcasters contribute an estimated \$10 billion a year in free time for various public causes. The most popular topics of PSAs now are health and safety.



TO KNOW AND GO

- A PSA CAN BE WRITTEN OR PRESENTED IN AUDIO OR VISUAL FORM
- REQUIRES THE SAME "WHO, WHAT, WHERE, WHEN AND WHY" AS A NEWS STORY
- UNLIKE A PRESS RELEASE IT IS USUALLY PRESENTED ELECTRONICALLY IN A SHORT SPOT OF TEN TO SIXTY SECONDS.
- KNOW YOUR PLAN AHEAD SO YOU CAN YOUR PSA TO THE PROPER PERSON OR DEPARTMENT.



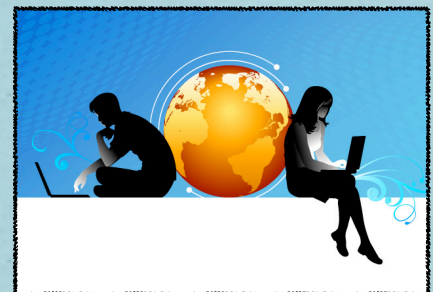
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Record



Edit



Share

IMOVIE PSA Assignment

• ASSIGNMENT

Working in groups of three you will brainstorm ideas, come up with a concept, write, plan and shoot a Public Service Announcement (PSA) that focuses on a problem in our society and a solution to the problem and/or a club or class at NHS. Use the guidelines below to begin to plan a 60-second spot!

• IDEAS AND EXAMPLES

- Texting and Driving: <http://www.hmsa.com/mediacenter/videos/details.aspx?aid=907>
- Smoking: <http://www.hmsa.com/mediacenter/videos/details.aspx?aid=820>
- Bullying: <http://www.hmsa.com/mediacenter/videos/details.aspx?aid=817>
- Tanning: http://www.youtube.com/watch?v=_5mRs5A-L5w
- Giving Back: http://www.youtube.com/watch?v=dwW5PHw_1LM
- Live United: <http://www.youtube.com/watch?v=ytF9PU5IXDY>
- Animal Foundation: http://www.youtube.com/watch?v=iGaKinr_T_w

• IDEAS AND EXAMPLES FROM NHS

- A+ Certification: <http://www.youtube.com/watch?v=2O3HuoIVmIw&noredirect=1>
- Animation: <http://www.youtube.com/watch?v=rGNQNEpHukY&feature=related>
- Intro to Web Design: <http://www.youtube.com/watch?v=yOrsHVCC2mc&feature=related>
- Video Productions: <http://www.youtube.com/watch?v=zgn5wnIzCtU&feature=related>



IMOVIE PSA Requirements to Begin

• PLANNING STAGES

- To be completed in a google document and shared with lcullen@natickps.org with rights to edit.
- File name to include: name of all members, PSA assignment

• Answer the following questions to begin

1. Target Audience: Who do I want to reach with my message ?
2. Message: What is my message?
3. Message: What do I want the viewer to understand?
4. Action Step: What is the call to action?
5. Action Step: What do I want the viewer to do?
6. Action Step: How can the viewer help solve the problem?
7. Significance of Issue to the Public: Why is this issue important to the public?

• Additional Required Components

1. **Description:** Turn in a written description of the PSA, answering questions 1-7 above, plus any other information and research about the issue, or the population the PSA addresses or serves.
2. **Narration:** Share your message in unexpected or novel ways. Elements in the message should be woven together with insight and imagination grabbing the attention of the intended audience. The message needs to be clear and concise. A single thought or phrase at the end of the PSA should summarize the entire message (tag line). Make sure the message is based on accurate and verifiable information. Time out your script by reading it aloud with a stopwatch. PSA's are :30 or :60 seconds in length.
3. **Story Board:** Create a storyboard for approval BEFORE you begin shooting. A storyboard is a visual representation of the different shots (shot sketches) in the order they will appear in the finished work. In addition include: 1. audio (where the narration comes in, or if there is music over the shot.) 2. written description of the shots you are planning: locations, actions, objects, actors, etc. 1. compositional information (close up, pan, wide shot, etc.) Your drawings can be simple stick figures.

IMOVIE PSA Requirements to Begin

• STORY BOARD EXAMPLE

"CS2C: Fun with Storyboards" by Kenneth Chan

x



1 Establishing shot of classroom. One student snoring. One sits up in alarm over assignment.



2 Student feels overwhelmed. Voiceover: "I've never done this!" Camera pans slowly to make space.



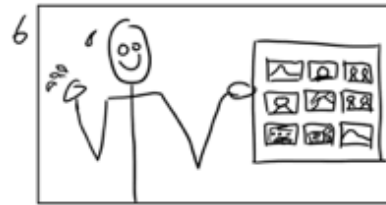
3 Ideas surrounded by blurry thought bubble. Brainstorm may also be video montage surrounded by blurry frame.



4 Moment of clarity. "Aha!" Ding or chimes; lightbulb moment.



5 Working in a dark dorm room. Sounds of clock ticking and pencil scratching on paper.



6 Proudly shows off finished storyboard. Wipes sweat off brow. Victory music. Zoom in on storyboard.



7 Submitting via Coursework. Fade out as if ending.



8 Back to the classroom. Keep as similar as possible to original. "Elaborate on your storyboards!"



9 Back to the drawing board. Looking haggard but determined. Fade out.

IMOVIE PSA Requirements to Begin

• STORY BOARD TEMPLATE

1

1. Audio:

2. Description:

3. Compositional:

2

1. Audio:

2. Description:

3. Compositional:

3

1. Audio:

2. Description:

3. Compositional:

4

1. Audio:

2. Description:

3. Compositional:

IMOVIE PSA Rubric

• GRADING RUBRIC

ELEMENTS	POSSIBLE POINTS	POINTS	COMMENTS
<p>Technical Aspects</p> <p>- Video reflects effective camera work, editing skills, use of lighting and sound that add to the overall mood/message/theme of the piece</p>	20		
<p>Creativity</p> <p>- The message is told in unexpected or novel way. Elements in the message grab the attention of the intended audience.</p>	20		
<p>Tag Line</p> <p>- Message is clear and concise. A single thought or phrase at the end of the PSA summarizes the entire message.</p>	10		
<p>Social Benefit</p> <p>- The ideas shown have an application to the lives or the targeted audience. The PSA is one that will motivate change to improve the targeted audience's community in a meaningful way.</p>	10		
<p>Facts</p> <p>- The message is based on accurate and verifiable information. Source information has been verified and documented.</p>	10		
<p>Follow-Up</p> <p>- Follow-up information is provided to direct the intended audience to local or national advocacy groups.</p>	10		
<p>Planning Requirements</p> <p>- All deadlines are met. Description, narration and storyboard have been approved before shooting and are turned in at the final screening.</p>	20		
<p>Total</p>	100		

IMOVIE PSA **Movie Festival**

• FILM FESTIVAL

When all projects are complete they will be shared with other students in the class during the annual Digital Media film festival. The winning review the judging requirements below for the film festival before submitting your final file.

• JUDGING FORM

iMovie Film Festival Judging Form

Topic: _____ Judges: _____

Directions for Viewer: Using the rubric below please circle what level best describes the student's work in creating an educational video in iMovie.

	Excellent	Good	Average	Fair	Poor	Fail
<i>Goal of video is clear throughout the entire movie</i>	10	8	6	4	2	0
<i>Content/Audio in project is appropriate</i>	10	8	6	4	2	0
<i>Video/Image clips are clear, smooth and help establish the goal of the video</i>	10	8	6	4	2	0
<i>Video was creative, informative/entertaining and professional.</i>	20	15	10	8	4	2
<i>Video kept viewers attention</i>	20	15	10	8	4	2
<i>Overall Project</i>	20	15	10	8	4	0

Total: _____

Additional Comments: