

Video Production 1a

PROJECT #3

Deadline: _____

Creating a Public Service Announcement

California Standards:

- *Visual Arts 3.3 – Identify and describe trends in visual arts that are reflected in our society.*
- *Visual Arts Standard – Communication and Expression Through Original Work of Art. 2.6 – Create an original video that shows your understanding of social issues*
- *Visual Arts Standard – 2.3 – Develop and improve your skills in operation of video production.*
- *English Standard 1.1 – Listening and Speaking – Comprehension – Recognize strategies used by media to inform, persuade, entertain, and transmit.*

Time: 2 days

Objective:

Students will:

1. understand the importance of public service announcements.
2. determine the main audience of a public service announcement.
3. create their own public service announcement for their school.

KNOWLEDGE	SKILLS
Understanding video equipment.	Using video equipment.
Understanding editing techniques.	Using editing techniques.
	Oral Communication.

Assignment

You will make a 30-60 second Public Service Announcement on a school-related subject. You must complete the following:

- Submit a treatment form for approval.
- Develop a simple storyboard of visuals and audio elements.
- Identify school locations for all scenes.
- Use several different framing techniques.
- Find clear sound effects or music for a dramatic or comedic element.
- Edit project using titles, music, and other various forms of effects.

Evaluation

Evaluation criteria include all of the above requirements plus the following:

- Treatment form
- Storyboard
- 30-60 second PSA
- Creativity
- Clear and simple message
- Effectiveness of the message

TOPICS:

- Character counts
- Internet safety
- Cyber Bully