

SPRING
2013

PUBLIC SERVICE ANNOUNCEMENT



WHAT DO YOU CARE ABOUT?

It all starts with passion! What do you really care about? What do you want others to do or care about?

FINAL DEADLINE:

This year Falcon Entertainment will be participating in 3 PSA contests.

HMSA

Olelo

808 Digital Storytellers

Type to enter text

Each contest entry is due by March 1.

I am requiring all completed entry forms and videos to be submitted to me for entry by

December 17 or 18

Objective

This digital story telling allows students to demonstrate their creative thinking and writing, collaborative teamwork, and digital movie-making skills. Based on curriculum standards and benchmarks, the videos display what students know, care about, and are able to do.

Assignment

Deadlines:

Assignment 1: Nov. 29

PSA Critique

Assignment 2: Dec 6

Team topic/script/shotlist/
storyboard presentation

Assignment 3: Dec. 13

draft 1 of project

ASSIGNMENT #2: TEAM TOPIC/SCRIPT/SHOT LIST/STORYBOARD

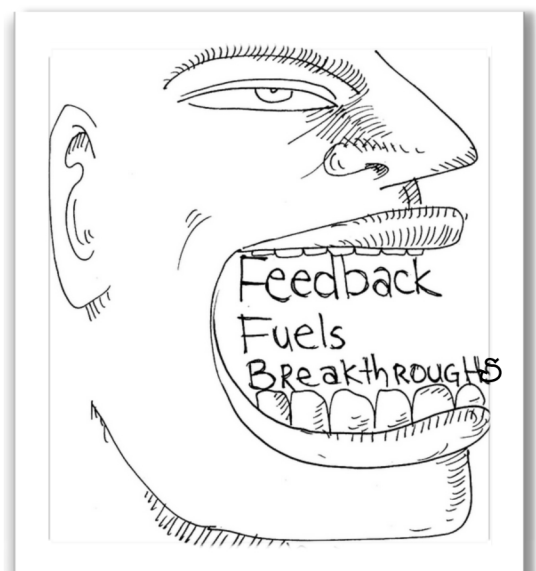
You are going to have to use google drive for a shared document and for your presentation. However, before you begin your presentation...

Tasks

- Form a team. You may have up to 4 members in your team. You may also choose to work alone, yet use the assistance of class members and/or students who are not in this class
- Look over possible topics and decide on one that is important to you. If you don't really care about the topic, it will show in your PSA. Take notes on your meetings in your shared google drive document titled PSA_period number_group members names. Make sure to share the doc with [me--mwis.suzuki@gmail.com](mailto:mwis.suzuki@gmail.com)
- Figure out your purpose--what are you trying to get people to do or believe?
- Figure out your audience--who are you talking to--be specific!
- Message--what is your tagline/slogan?
- Complete a video storyboard handout.
 - group members and roles
 - outline (brief statement that describes PSA)
 - Treatment (write in your google doc)
 - Detailed shot list (make sure to include shot type --wide, medium, close-up, extreme close up--and camera placement--low, medium, high).
 - Include dialog and sounds in video storyboard audio section.

Presentation to class:

- Present your team members/ topic/ category
- What is your Purpose?
- Who is your Audience?
- What is your Message?
- How does your message represent your topic/category?
- Elevator pitch--summarize your PSA in a few key points
- Script details--what makes your PSA unique and memorable?
- Leave time for Questions and Answers
- Ask for suggestions for improvement--listen and take notes!



Assignment #3: Work on PSA --

Daily notes of work done should be added to your google doc. Make sure to date each entry, so that you can get credit for the work you do.

Choose a producer--the one in charge of project. This person knows the rules, rubrics, and is responsible for getting the contest entry forms finished.

Choose a director and assign each person in the group with tasks he or she is responsible to complete

Create a timeline--work backwards from your final deadline of February 22. Stick to your deadlines and don't expect to do things last minute. Remember you have to share equipment and space with lots of other students.

Film, edit first draft of PSA

Get feedback from others and teacher

Each student should answer the following questions in the google doc.

--How did I help to make this a great project?

--What could I have done better?

--What were the strengths of your group?

--What does my group need to improve?

--Using the rubric, what would I grade myself?

Rename your google doc
Finished_PSA_period
number_group members
names



Is your work a masterpiece, or still a rough draft?

Numbers:

Time: 27 seconds--total PSA length

30 seconds before

15 seconds of black

10 seconds of slate--
title of PSA
Category
School Name

5 more seconds of black

27 seconds of PSA--total time on timeline= 57 seconds maximum