

Valley Middle School of STEM

Video Editing with Mr. Podmers

Public Service Announcement (PSA)

iMovie (iPad Version)

Overview and Guidelines

Project:

Students will work cooperatively in groups of 2 or 3 to capture video clips for their PSA. Your PSA should have a clear message and “tagline.” Examples would be: “Friends Don’t Let Friends Drink & Drive,” or “Click it, or Ticket.” Then, SOLO, ALONE, BY YOURSELF, you will create a 30-60 second Public Service Announcement using iMovie on your iPad.

Definition of PSA:

A public service announcement (PSA) is a 30 to 60 second, non-commercial announcement or advertisement. It is designed to educate the public about a specific issue or cause; and persuade the target audience to take a specific action or to adopt a particular viewpoint on a cause or social issue. A PSA provides viewers with valuable information that could have a significant impact on their lives.

Project Steps:

1. Working groups of 2 or 3, students select a topic from the list provided and use the internet to gather information in support of their desired message.
2. Students use a storyboard with at least 6 frames to develop the PSA (see examples).
3. Students write a script, using storyboards, create scenes, and determine individual roles in the production, i.e. camera person, music producer, editor, etc..
4. Students use iPad cameras to film their scenes.
5. Students use iMovie on iPad or computer (whichever you have access to) to import and edit video/pictures, record narrations, add titles, transitions, and other style elements.
6. Students use Garage Band on iPad to develop audio to be added to the PSA.
7. Students may import photos from iPhoto, or the internet as well.
8. Completed PSAs are shared with the entire class.

Grading scale: 3= excellent, 2= average, 1= poor, 0= did not attempt/missing

Storyboard is complete with at least 6 frames and
Includes sketches, a short description, and shot type
each frame is worth 1.5 pts (see examples) _____/9

The above must be graded before moving on!

Content:

Tagline is clear and concise. Single thought or phrase
summarizes the whole PSAs message _____/3

Creative and grabs the viewer's attention _____/3

Structure of PSA: Organized, flows logically, changes
the screen image, shot type or audio regularly
(every 3 to 5 sec.) to engage viewers _____/3

Social Benefit: PSA will motivate positive behavior
Change in the target audience _____/3

Technical Aspects (Using Camera and iMovie):

Video reflects effective camera/film work _____/3

Editing of clips (video, still photos, audio) is clean
Need AT LEAST 6 sub clips _____/6

Transitions: used where appropriate (especially at
beginning and end) _____/3

Audio: High quality sound that adds to the overall
Mood/message/theme of the PSA (they go together well) _____/6

Audio created using Garage Band _____/3

Credits at end of video _____/3

Turned in via Google Classroom as .mov file _____/5

Total _____/50

Characteristics of an Effective Public Service Announcement

Definition:

A public service announcement (PSA) is a 30 to 60 second, non-commercial announcement or advertisement. It is designed to educate the public about a specific issue or cause; and persuade the target audience to take a specific action or to adopt a particular viewpoint on a cause or social issue. A PSA provides viewers with valuable information that could have a significant impact on their lives.

Audience:

- ✍ Your target audience is your peer class at Valley Middle School of STEM
- ✍ Be sure that your research, images, and facts are representative of this demographic

Persuasive:

- ✍ Presents ONE CLEAR POINT and has a clear tagline
- ✍ Motivates the target audience to do (or not do) something, adopt or stop a health-related behavior, etc.

Entertaining:

- ✍ Engages the target audience with a variety of media, such as narration, music, text, and dramatizations
- ✍ Holds the interest of the target audience

Based of Facts:

- ✍ Uses and cites fact(s) from reliable source(s)
- ✍ Provides information on how to obtain additional information about the topic

A Clear and Realistic Message:

- ✍ Appeals to the emotions of the target audience, presents a sense of perceived susceptibility and seriousness (Health Belief Model)
- ✍ Educates the audience

Uses Concise Language:

- ✍ Get to the point quickly
- ✍ Use of common language (minimum use of slang)

WORKSHEET: PSA INTRODUCTION and CONTENT

Name:

What does PSA stand for?

Describe an example of a PSA.

What social issues do you feel strongly about (what problems in the world make you mad, sad, etc.)? Why?

What is the topic of your group's PSA?

What social benefit is promoted by the PSA your group selected (how will it help people)?

What is the target audience of your group's PSA (what age group, for example)?

What was the "tagline" of your group's PSA?

List 3 facts given by your group's PSA?

- 1.
- 2.
- 3.

Developing a Public Service Announcement Script

Definition:

A script is a written version of all that is said in a PSA. It includes narration (words read to an audience) and dialogue (words read in a conversation between people). Although a script is written, it is intended to be read aloud. As a result, the language of a script must be:

- ✍ Natural and concise: written so it can be easily understood
- ✍ Well-organized: follows a logical order or progression
- ✍ Appropriately times: read at a pace that is not too fast or too slow
- ✍ Expressive: conveys feeling to the listener

Preparation for creating a script:

- ✍ What is the topic?
- ✍ What statement(s) of impact (facts) will you emphasize in the PSA?
- ✍ What action do you want the target audience to take (or not take)?
- ✍ What type(s) of images/media will you use, video, still shots, transition screens, etc.?
- ✍ Where can the target audience go to obtain additional information or assistance regarding the PSA topic?

WORKSHEET

PSA COOPERATIVE WORK REFLECTION

Name:

What do you like about your PSA? Explain.

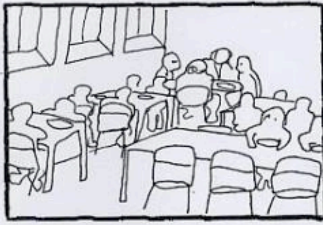
What do you dislike about your PSA? Explain.

Describe your contributions to the PSA (what did YOU do in your group?).

In what ways did you work cooperatively with your partner(s)?

Long shot, Medium shot, Close up.

SHEET 1



SHOT
LS
THE DINNER HALL.
The children and teachers
have started to eat their
soup for lunch.



SHOT
CU
THE DINNER HALL.
Anton sits silently looking
at the empty table in
front of him.



SHOT
MS
THE DINNER HALL.
Eling sees that he is
hungry and carries over her
soup for him to eat.



SHOT
MS
THE DINNER HALL.
Mrs Holm notices what Eling
has done and gets up from
the teachers' table.



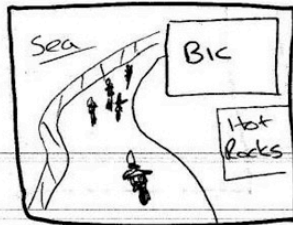
SHOT
CU
THE DINNER HALL.
Mrs Holm gives back Eling's
soup and says that she must
sit there until it is eaten.



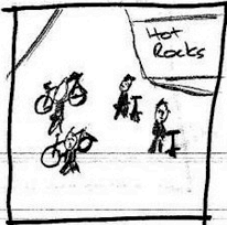
SHOT
CU
THE DINNER HALL.
Eling does not speak or
move. She stares proudly
ahead.

LFE EDUCATION 2003

Viral Video Storyboard (modified due to location changes)



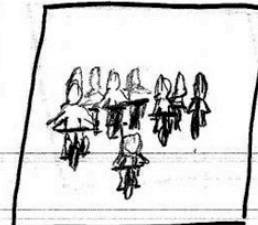
Shot 1
Note: Zoom out as
cycles come down
the hill.



Shot 2
Note: As the cyclist
walk their bikes around
us filming.



Shot 3
Note: Close up
of the Flag Carrier
following the car.



Shot 4
Note: Mid shot of
groups of cycles in
silhouette. (Vary shots)



Shot 5
Note: Close ups
& mid shots of cyclist
try and zoom in on
faces - linger & then move
on. (Vary shots)



Shot 6
Note: Cycle around
roundabout x2
then follow flag
carrier as he dismounts
and runs towards steps
(wide shot)



Shot 7
Note: Flag carrier
runs up the steps.
(mid shot)



Shot 8
Note: Flag carrier
waves the flag
at the top of the
steps - race over.
(Close up)