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Project 1: Public Service Announcement (PSA)

Description

Students will work in groups to develop a topical PSA advertisement (the ability to work individually can be approved by the instructor on a case by case basis).

This ad should be 30 seconds to 2 minutes in length.

PSA ads have long been developed with the objective to raise awareness and change public attitudes and behaviors towards social issues.

This project will consist of 7 phases.

Phase 1: Find / Develop a Topic

Working with your group, discuss your individual interest around topical issues. Topics might range from Health and Safety to Social and Political. Find common ground with your group's interests and narrow your direction down to 3. We will discuss your 3 directions as a class and help each other formulate a solid idea to pursue.

Please keep in mind these projects can develop into great portfolio pieces, choose a serious topic that you would be proud to discuss during a job interview. You want to be able to demonstrate your creative abilities and research driven design decisions. Who's to say this project has to remain a school assignment? This could develop into a real PSA ad – aim high.

Phase 2: Research

Once a topic has been agreed upon and seems promising, now its time to research Research can come in many forms (see the *Basic Design Research* and *Design Process* lectures). Making use of the different methods previously discussed, develop your PSA's message. Support your message with facts, figures, numbers, statistics, etc...

Try to answer a few questions with this research:

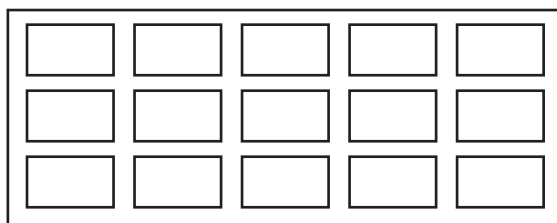
- Why does there need to be a PSA for this topic?
- Why is this topic important?
- Who does it effect?
- What can be done to help?

Phase 3: Creative Brief

Develop a creative brief based on your research to help inform the aesthetic, mood and tone of your ad. Refer to the *Creative Brief* lecture for a guide on what to include in this document.

Phase 4: Storyboard

Storyboards are graphic organizers in the form of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture. Use this medium to plan out your shots, angles, actions, cuts, etc... The storyboard should be displayed on a large poster board (neatly, craft is important for presentation). *See below image for a general idea of what this looks like.*



Phase 5: Shoot

Video can be shot by any available means. The Culver-Stockton library has FLIP cameras available for reservation at the circulation desk. They can be borrowed overnight. *Please plan ahead in case these cameras need to be charged.* Most modern smart phones also have tremendously powerful video capabilities, please consult with the instructor before deciding on how you will shoot this project.

A green screen is also available in the photo studio, please speak with the instructor if you intend on using it.

Phase 6: Edit

Editing will be done using iMovie. A software demo will take place towards the end of storyboard development and before shooting so as to make sure the shots that you pictured in your mind and have mapped out on your storyboards are technically feasible.

Phase 7: Present

Be prepared to discuss your process, including:

- Research
- Creative Decisions
- What you learned from your process
- What you would change

You will display your storyboard and play your video for the class.

Project Grade Breakdown

Research	=	20%
Storyboard	=	20%
Concept	=	10%
Quality	=	30%
Presentation	=	20%

Project Schedule

Tentative schedule, changes will be made based on the needs and priorities of the class.

Week 2	Project Introduction + Topic Discussion DUE: Topic Initial Research + DUE: Draft Creative Brief
Week 3	Finalized Research DUE: Creative Brief Initial Writing + Storyboarding + DUE: Storyboard
Week 4	Filming + iMovie Demo Filming + Editing
Week 5	Editing Final Presentation DUE: Final PSA ad