

Preparing For Your PSA

Step 1 - Brainstorm Topic Ideas

Before you begin to plan your PSA you need to think this through! You have to create something that people will UNDERSTAND and REMEMBER. Are there any hot trends happening right now that you can use like the “Angry Birds” idea? List possible ideas below and put a star next to your best idea:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Step 2 - Message

Now that you’ve selected one of the topics from above, you need to come up with a catchy phrase for your message. Some use rhymes, other use word plays to match the topic. Your message is what you want to end the PSA with, what you want your viewer to remember. It should be short. It’s more of a phrase like, “Get up, get out, get healthy.” List 4 possible messages you could use to fit your topic.

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Step 3 - Idea

Now comes the hard part, coming up with a clever idea to get your point across. Can you find something that everyone knows (such as the word search puzzle) and use that in some way? Are there any popular games, devices, movies, music, trends, or fads that are hot right now that you could use and modify to help you? List some possible ideas below and put a star next to your best one.

1) _____

2) _____

3) _____

4) _____

Step 4 - Get Your Idea Approved

Now that you have your topic, message, and idea, see Mr. M and share it with him to get his approval. You cannot move forward past this point without his approval. Do not start on your shot list until he gives you the ok.

Step 5 - Shot List/Script

Once you get your idea approved it's now time to work on a shot list and script. Create a shot list/script in Pages and time each shot so that it comes out to 30 seconds exactly.

Shot #	Description - See	Script - Hear	Shot Type - W, M, CU, ECU
1			
2			
3			
4			

CRITERIA	EXCEEDS(4)	MEETS(3)	APPROACHING(2)	BELOW(1)
Creativity/ Message	Project was creative and original. The video tells a compelling story in a style or mood which suits the content. Message was very clear.	Project was original. The video tells a story in a style which suits the content. Message was clear.	The video tells a story but is unclear in style or content. Message was somewhat clear.	The video does not tell a story. Message was not clear.
Shooting Composition/ Sequence	A variety of angles and shots were used. Shots were well planned out, analyzed and executed. Shots had excellent composition. There was a clear story line.	Different angles and shots were used. Shots were planned and executed. Shots were somewhat composed. There was a story line.	Different shots were used. Shots were planned and executed. Shots were not composed. There was a story line.	A few shots were used. Shots were planned. Shots were not composed. There was no story line.
Audio	All audio (VOs, dialogue, music) were clear, audible, and set to appropriate levels.	Most audio (VO's, dialogue, music) were clear, audible, and set to appropriate levels. Very minor problems.	Audio (VOs, dialogue, music) had noticeable problems which distracted from the message.	Audio (VO's, dialogue, music) had serious problems which distracted from the message.
Met Deadline	Student(s) managed time wisely. Student/ Group worked well together and had no problems in completing project on time.	Student(s) managed time wisely. Student/ Group had minor problems but completed project on time.	Student(s) did not manage time wisely. Project seemed rushed and not everyone participated.	Student(s) did not manage time wisely. Project seemed rushed and not everyone participated.
Production	Shots, audio, graphics were exemplary. Production went beyond general knowledge.	Shots, audio, graphics were good. Production was at expected knowledge.	Shots, audio, graphics were ok and could have been improved. Production was at a lower general knowledge.	Shots, audio, graphics need improvement. Production was at a low general knowledge.