

# VIDEO ASSIGNMENT: MOCK PSA

WORKING IN GROUPS OF 4-5, YOUR ASSIGNMENT IS TO CREATE A 1-2-MINUTE **MOCK PSA (PUBLIC SERVICE ANNOUNCEMENT)**

YOUR PSA WILL RAISE PUBLIC AWARENESS ABOUT THE DANGERS OR PROBLEMS ASSOCIATED WITH TOPICS SUCH AS THE FOLLOWING:

- “GAMER THUMB”, “RESTING B@#&H FACE”, “EXCESSIVE HALLWAY PDA”, ETC.
- TEEN PROCRASTINATION, TEEN GRAMMAR/SPELLING, ETC.
- EATING IN THE HALLS, SPRAYING PERFUME/COLOGNE IN THE HALLS, GRADE 9’S BLOCKING THE HALLS, ETC.
- AN AFFLICTION OR CAUSE OF YOUR CHOICE (MUST BE SCHOOL APPROPRIATE)

IN YOUR PSA, YOU SHOULD EXPLAIN:

- ✓ WHAT THE PROBLEM IS
- ✓ HOW COMMON THE PROBLEM IS
- ✓ HOW TO SOLVE THE PROBLEM (HOW THE VIEWER CAN HELP OR AVOID THE AFFLICTION) – THIS IS THE MAIN FOCUS!

NOTE: A PSA IS ADVERTISING A PROBLEM &/OR SOLUTION TO A PROBLEM...*NOT* A PRODUCT LIKE A NORMAL COMMERCIAL WOULD. THEY ARE USUALLY ASSOCIATED WITH A NON-PROFIT GROUP OR ORGANIZATION THAT CAN HELP (RED CROSS, CANCER SOCIETY, ETC.). SINCE THESE ARE MOCK PSA’S, YOU CAN COME UP WITH A GROUP ON YOUR OWN. HAVE FUN, BE HUMOROUS, BUT ALSO BE APPROPRIATE.

**EACH GROUP** WILL SUBMIT:

- STORYBOARD
- SCRIPT
- FINAL VIDEO

**YOUR VIDEO MUST INCORPORATE A VARIETY OF CAMERA SHOTS, ANGLES & MOVEMENTS, BE CONSIDERATE OF LIGHTING AND AUDIO LEVELS. HAVE FUN...BUT APPROPRIATE!**

# “MOCK PSA” VIDEO RUBRIC

GROUP MEMBERS: \_\_\_\_\_

TOTAL MARK: \_\_\_\_\_ /100

<b>CRITERIA</b>	<b>LEVEL 4 DEMONSTRATED A VERY HIGH UNDERSTANDING OF CONCEPTS COMPLETING ALL EXPECTATIONS</b>	<b>LEVEL 3 DEMONSTRATED A HIGH LEVEL OF UNDERSTANDING OF CONCEPTS AND MET EXPECTATIONS</b>	<b>LEVEL 2 DEMONSTRATED CONSIDERABLE UNDERSTANDING OF CONCEPTS, NEARING EXPECTATIONS</b>	<b>LEVEL 1 DEMONSTRATED LIMITED UNDERSTANDING OF CONCEPTS AND IDEAS</b>	<b>ACHIEVEMENT NOT DEMONSTRATED  R</b>
<b>COMPLETE &amp; DETAILED SCRIPT &amp; STORYBOARDS</b> – EASY TO FOLLOW WITH OBVIOUS PLANNING AND THOUGHT	<b>24-30</b>	<b>21-23</b>	<b>18-20</b>	<b>15-17</b>	<b>0</b>
<b>EDITING: USE OF TRANSITIONS, TITLES, MUSIC, TIMING ETC.</b> (COMPLEX AND ADVANCED)	<b>24-30</b>	<b>21-23</b>	<b>18-20</b>	<b>15-17</b>	<b>0</b>
<b>FINAL VIDEO &amp; OVERALL CAMERA TECHNIQUES</b> • QUALITY AUDIO • GOOD VARIETY OF SHOTS/ANGLES/MOVEMENTS • GOOD CAMERA WORK AND TIMING (STEADY WHEN NEEDED, SMOOTH MOVEMENTS, ETC.) • EXCELLENT LIGHTING • APPROPRIATE SHOOTING LOCATIONS	<b>32-40</b>	<b>28-31</b>	<b>24-27</b>	<b>20-23</b>	<b>0</b>

COMMENTS: