

PUBLIC SERVICE ANNOUNCEMENT (PSA)

1. Your group will create a video targeted at school age children regarding an issue that affects them: the environment, bullying, cooperation...etc. Think of your video as something that a teacher can use to teach this issue in a fun way in the classroom. The PSA should be 2 minutes in length.

2. You can create a video for next semester on Youth Privacy:

<http://www.youthprivacy.ca/en/contest.html>

3. You can create a video on workplace safety:

<http://www.wsib.on.ca/wsib/wsibsite.nsf/public/PreventionStudentVideoContest>

I'll keep the videos and submit them next year.

Think of your video as something that a teacher can use to teach this issue in a fun way in the classroom. The PSA should be 2 minutes in length.

Create a new folder in your N:drive/TGJ3M/digital video folder called PSA.

Step 1 – Groups

You are able to select your own groups for this assignment. The only stipulation is they cannot be smaller than two or larger than four people.

Step 2- Group Logo

Everyone in your group will create their own group logo in Adobe Photoshop. The dimensions should be 720 X 480 pixels at a resolution of 150 ppi.

Step 3- Group Storyboard

The group will complete a storyboard. You will need a new frame for each change of scene and camera angle. Submit the storyboard to Mr.Olson when you are done. I will copy it and hand it back.

Step 4- Film

Start filming!

Step 5- Editing Film

Every group member will edit their own PSA using the footage shot by the group. Move the footage to each computer via .avi and a thumbdrive.

Edit your film using Adobe Premier Elements.

Use music in your video and make sure that it is synced.

You will need to add credits at the end of your movie. Credits MUST include names of all group members as well as your individual logo. The new group logo must be included as well.

You also need to include the following text: **A TGJ3M Production. Filmed on location at Hillcrest High School.**

Step 6- Saving and exporting

When you are ready to save, click on the SHARE menu (top right corner of the premier screen), and select PERSONAL COMPUTER.

After you have selected personal computer, make you enter the following settings:

Adobe Flash Video

Presets: NTSC Flash Video 8 400K

File name: lastname-psa

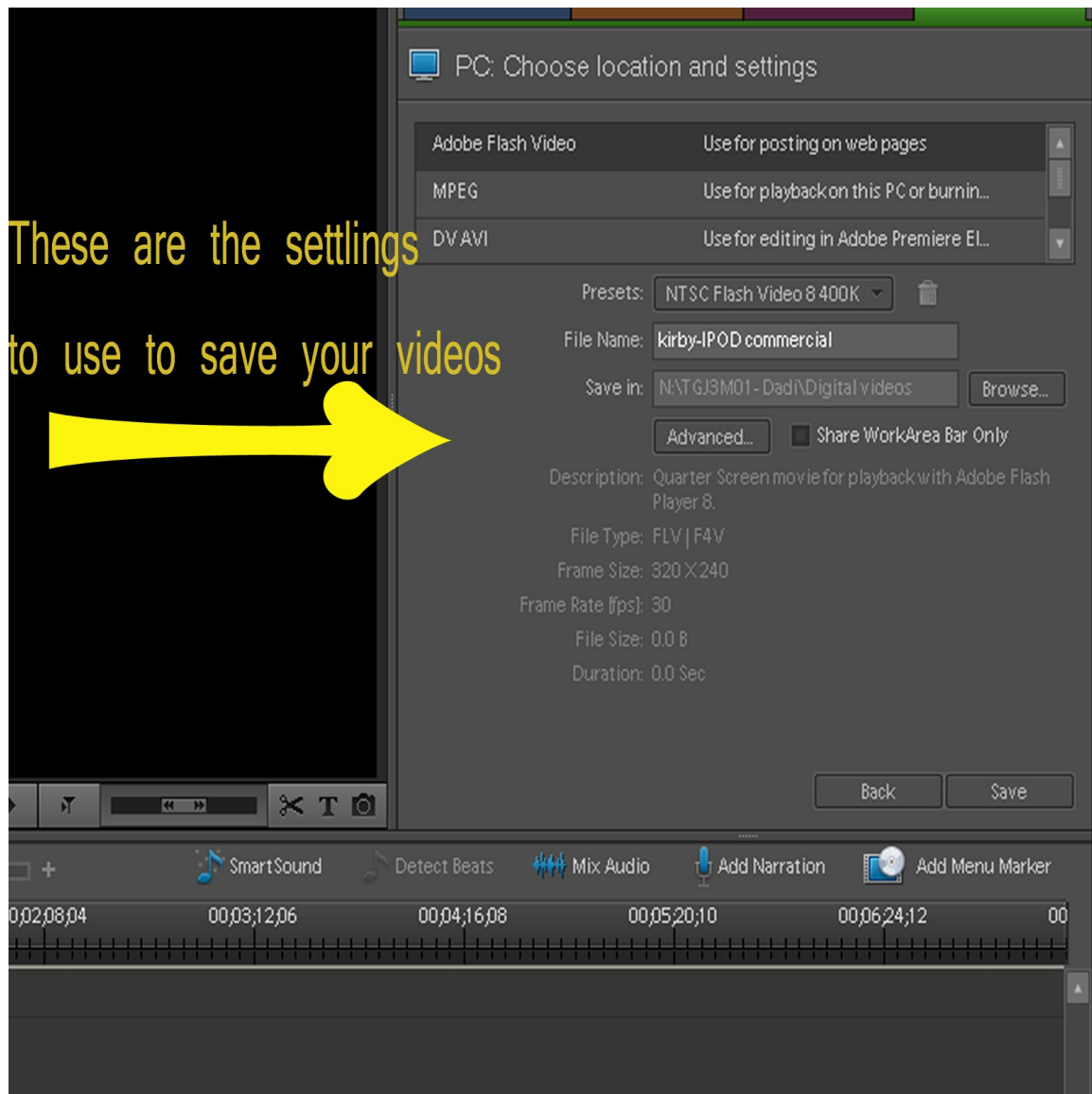
Save in: N:\TGJ3M01- Olson\Digital videos\psa

Save it as an .avi as well.

Use copyright free music if you want to enter it in a contest.

You have no more than 2 weeks to complete this task. This is your last formative assignment.

Next – music video summative.



Once these settings are input, click on the save button.

Save an .avi version as well.