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PSA/Commercial
Job Sheet

PROJECT OVERVIEW

Students will create a PSA Video by raising awareness around an issue or Commercial Video through advertising a business, service, or product in their project. Students can choose a subject personal to them, collaborate with the business class, and cover a club or event for promotional purposes at school. Students will continue to build on their knowledge of working with video equipment and editing in WeVideo, while extending their learning to a professional situation in creating a project for a potential client. Each student will be responsible for making their own individual videos for the project.

The main goal of the PSA/Commercial Video assignment is to allow students to familiarize themselves with the basic principles of the Video Film Class, which include but are not limited to: 1) working hands on with the camera equipment and editing software technology, 2) collaborating together in groups similar to a creative work environment, 3) learning the production procedures of the Envision Cinema program, and 4) communicating their personal interests involved with the artistic expression process.

PROJECT GUIDELINES

- 30 or 60 seconds in time length
- Students choose to either create a PSA or Commercial Video
- Filming and Editing should happen during classroom hours
- Videos must include basic movie elements: titles, text, transitions, music, and credits
- Videos should be created for audience at CCA including parents, teachers, and administrators
- Students must post the films along with a short reflection of the process on their portfolio

PROJECT RUBRIC (100 Points Total)

1. Film Treatment (10 points) _____

2. Shot List (10 points) _____

3. A/V Script (10 points) _____

4. Film Evaluation (10 points) _____

5. Rough Cut (10 points) _____

6. Website/Portfolio (10 points) _____

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FINAL STEPS TO BE COMPLETED BY TEACHER AFTER FINAL FILM IS SUBMITTED

Criteria	Points	Feedback
Video/Audio Quality: Composition, Lighting, Shot Variety, V.O. & Music	_____ / 10	
Editing & Pacing: Smooth Cuts, Uses Best Footage, Includes Titles/Transitions	_____ / 10	
Story Clarity: Clear Message, Visually Communicated, Good Subject Matter	_____ / 10	
Creativity/Entertainment: Enjoyable to Watch, Original Ideas, Artistry in all Areas of Video Production	_____ / 10	

Project Grade Total _____