

PUBLIC SERVICE ANNOUNCEMENT

Adv. Video/Film

TOPIC/TARGET AUDIENCE

Develop a 30-second, video PSA to encourage CCA Students to dispose of their trash in garbage cans and recycle bins on campus. The best spots will be aired on the CCA Bulletin.

GOAL

In a professional and creative way, help make a real change on campus. All you have to do is look around after lunch to see how many students throw their trash on the ground. Develop a clean campus slogan and convince students to be a part of the solution.

“OVERALL QUALITY”

This PSA should be of a much higher quality than anything you created in the beginning Video/Film course. Use all the tools and resources available, including FinalCut Pro, Motion, LiveType, and our guest artists, to create a professional spot.

GRADING

Storyboard	20
<i>(detailed, neat, clear , well-drawn design)</i>	
Video Quality	20
<i>(lighting, shot framing, shot composition, variety)</i>	
Sound Quality	20
<i>(clear, consistent, good levels)</i>	
Editing	20
<i>(clean edits, no flash frames/jump cuts, smooth transitions and/or graphics)</i>	
Content/Overall Impact	20
<i>(length, quality of overall project, would it “move” young adults to action)</i>	
TOTAL	100