



## PSA/Commercial Job Sheet

Name \_\_\_\_\_ Period # \_\_\_\_\_ Group # \_\_\_\_\_

Group Members (Full Names) \_\_\_\_\_

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### PROJECT OVERVIEW

Throughout the semester, students in the Intro to Business class have been busy developing a business plan and are currently in the process of creating their products. Students are now in need of a Commercial Video to advertise their business product. Students in the Video/Film course will be assigned a business and collaborate together with the class to create a Commercial Video for each group. Before the Commercial Video, students in Video/Film will practice by making a PSA Video.

Students in the Video/Film class will continue to build on their knowledge of working with the video equipment and editing in Adobe Premiere Pro, while extending their learning to a professional situation in being assigned to create a project for a client. Though students will work in groups while filming, each student will be paired together with a partner to edit their final video.

The main goal of the PSA/Commercial video assignment is to allow students to continue 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 professional 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 second PSA Video
- 60 second Commercial Video
- 1-2 minute "Behind The Scenes/Making Of" for Commercial Video
- 15 second Social Media Teaser and 2-3 Other Social Media Posts for Commercial Video
- Commercial Videos must include the Intro to Business class and their business plans
- PSA/Commercial 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
- Students must complete each step of the rubric and have it signed off before filming

**PROJECT RUBRIC (100 Points Total)**

1. PSA Video (20 points) \_\_\_\_\_
  - a. PSA Film Treatment
  - b. PSA Storyboard
  - c. PSA A/V Script
  - d. PSA Location Agreement
2. Commercial Film Treatment (5 points) \_\_\_\_\_
3. Commercial Storyboard (5 points) \_\_\_\_\_
4. Commercial A/V Script (5 points) \_\_\_\_\_
5. Commercial Location Agreement (5 points) \_\_\_\_\_
6. Commercial Group Filming Evaluation (10 points) \_\_\_\_\_
7. Commercial Rough Cut Survey (10 points) \_\_\_\_\_

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

8. Commercial Final Edit: Video/Audio Quality (10 Points) \_\_\_\_\_
9. Commercial Final Edit: Editing & Pacing (10 Points) \_\_\_\_\_
10. Commercial Final Edit: Story Clarity (10 Points) \_\_\_\_\_
11. Commercial Final Edit: Creativity/Entertainment (10 Points) \_\_\_\_\_

**Project Grade Total** \_\_\_\_\_

**Project Due Date: Wednesday, March 18th**