

# MID-TERM ASSIGNMENT: PSA Project / Video Essay

## Project Overview

A Public Service Announcement (PSA) is a non-commercial advertisement produced for the public good. Instead of advertising a product like in a commercial, PSAs are intended to change public attitudes or actions by raising awareness about specific issues.

With a partner or by yourself, create a Public Service Announcement (PSA) or Video Essay for one of the contests listed below. **You must follow all contest rules and submit your entry by the contest deadline to receive full credit for this assignment.**

You will also be posting regular progress updates to your individual blog site. If you are working with a partner, each team member must post to their own site. All deadlines for progress updates and the final edit will be listed on the Video/Film course calendar. These deadlines will include:

- 1) Blog site paragraph description explaining your idea and the contest you will submit to
- 2) Completed script (in proper format) and storyboard, must be approved by teacher before posting/moving forward with production
- 3) Rough edit of video
- 4) Final edit of video

## Grading Rubric

- Script & Storyboard -- 40 points  
(proper formatting, detailed, and clear)
- Video Quality -- 40 points  
(lighting, shot framing, shot composition, variety)
- Sound Quality -- 40 points  
(clear, consistent, good levels)
- Editing -- 40 points  
(clean edits, no flash frames/jump cuts, smooth transitions and/or graphics)
- Content/Overall Impact -- 40 points  
(length, quality of overall project)

**TOTAL: 200 points**

## Contest Options

### CONTEST OPTION #1



#### [The Great American No Bull Challenge](#)

NO BULL is powered by the voices of students (ages 13-23) through short video documentaries and PSAs that students write and produce about important issues like Bullying, Violence, Drug/Alcohol Abuse, Inequality, Suicide, Internet & Gaming Addiction, LGBT, and Obesity.

### CONTEST OPTION #2



#### [Powerade: Power Your School's Athletic Program](#)

Nominate your school and it could receive up to \$10,000 for your school's athletic program. Share your Power Through story by submitting a video.

### CONTEST OPTION #3



#### [World of 7 Billion](#)

Create a short video – up to 60 seconds – about human population growth that highlights one of the following global challenges: Preserving Biodiversity, Sustainable Resource Use, Protecting Human Rights.