

Public Service Announcement

Create a commercial for the “good of the public”

This must be persuasive! A thirty second commercial in which the product, service or advise advertised is for the good of the public. Such as: buckle your seatbelts, designate a driver, H1N1 flu prevention tips, etc.

OR

You can create a commercial to be entered in the Save Me A Spot in College contest and try to win scholarship \$\$\$\$.

For more info and sample commercials visit: <http://www.collegecampaign.org/contest/>

Groups

You may work in groups of up to 3 people to shoot a commercial/PSA. However, each advanced video student will edit a complete commercial on his/her own.

Schedule and Due Dates

Complete schedule is available online www.penguindaze.com

Video must include

Please see the rubrics in the class handbook for grading on production quality.

- This film must have a TRT (total running time) of exactly 30 or 60 seconds.
- No credits or titles
- 10 frame fade in / fade out to black
- Must include a sound track (may not be silent).
- Clear advertising technique and persuasive
- Clean edit (no glitches or black frames)

Project folder must include

- Script, written in the proper format (typed)
- Complete storyboards
- Shot list
- Budget and time sheets
- Footage logs – filled out AS YOU SHOOT – not after
- All talent and location releases
- Typed list of credits, including cast and crew

Grading

10 points –critiques

55 points – finished project (overall)

10 points – adherence to due dates (each element completed on time)