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| Videocam | **PSA** |

**Ongoing unsolicited advice:**

\*\*\*Read the assignment requirements carefully\*\*\*

**Assignment requirements:**

* Watch lots of commercials and PSAs, thinking about what makes them effective, and how sound and visuals are used.  Think about commercials and PSAs you have enjoyed in the past. We will watch some good ones in class as well as view past class examples.
* You can make your production humorous or emotionally intense, but it must meet the standards for airing on broadcast television (especially in terms of broadcast decency standards).
* Shoot and edit a 30 second public service announcement.
* Must employ at least two audio tracks with different sources, ideally, voice and music.  If you want to deviate from this, please talk to me.
* Include our standard bars/tone/slate/countdown at the beginning. Make sure there is between 1/2 and one second between first video and first audio on your program timeline, unless you need to vary from this for creative reasons.
* Make sure there is 2 seconds of video with no audio at the end.  Include about 15 seconds of black at the end of your production when you print to the class miniDV tape.
* Time from **first video** to **last audio** must be *exactly* 30 seconds... to the frame.

**The skills this assignment will introduce and reinforce are:**

* Reinforce basic camera functions.
* Require that you stay exactly within the specified time limits.
* Include music somewhere in the piece, employing audio fades and audio level monitoring techniques.
* Conveying a clear and precise message, every shot being purposeful  (not as easy as you think).
* Refine more complex edit skills i.e.: split edits, editing to music and using a faster edit pace.
  + **Treatment due: September 15th.**
  + **Storyboard/script due: September 21st.**
  + **Shot list due: September 28th**
  + **Completed assignment is due October 15th. and includes the following paperwork in order:**
    - **Folder**
    - **Cover page**
    - **Concept paper (include original and any revised versions**
    - **Storyboard and or script**
    - **Talent Release Forms**
    - **Shot list**
    - **Edit list**
    - **Self evaluation**