MEDIA ARTS

Mr. Dangerfield

Project 3 (60 pts)

30 second PSA (Public Service Announcement)

PRE:

1. Pick a topic for your PSA. The length is 30 seconds so read it and time it.
2. Write a script using the audio/video format script or storyboard.
3. Submit to me for editing and approval before you proceed to production.

PRODUCTION/POST-PRODUCTION:

1. CREATE A NEW PROJECT IN IMOVIE. Put in your title slate with title of PSA and your name underneath. Make sure that your video is at least 30 seconds long (don’t include length of title slate!).
2. Use at least three pics.
3. Use at 2 brief video clips. Download/upload and import to iMovie.
4. Put text or VO over your pics and video.
5. Put in any transitions or video effects you may want.
6. Include music and or sound effects as desired.
7. Finalize. Call me over BEFORE you finalize! Then email to me!

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| **ITEM** | **POINTS** | **POINTS REC’D** |
| Title slate | 10 pts. |  |
| 30 sec duration (minimum) | 10 pts. |  |
| VO | 10 pts |  |
| 2 video clips (at least) | 10 pts |  |
| 3 pics (at least) | 10 pts |  |
| Script | 10 pts |  |