PSA - Create a Public Service Announcement

OVERVIEW

PSA ads have helped raise awareness of so many important issues. From the perils of smoking to unity and the proper ways to recycle, these important messages reach a broad audience to make the world a healthier and better place.

WHAT STUDENTS WILL LEARN AND CREATE

- Students will create a targeted message about an issue they care about
- Students will complete a Premiere Pro video
- Students will share their work with peers for critique

MATERIALS AND RESOURCES

- You will need Adobe Premiere
- Adobe Spark is optional
- Students will visit the Ad Council website for resources https://www.adcouncil.org/
- Visit this website for examples of student work
- Watch this PSA about food waste and this one about love for inspiration

INSTRUCTIONS

LEARN AND EXPLORE

STEP 1

Select a topic that you care about

STEP 2

Research the topic and the target audience

STEP 3

Write a headline and story

STEP 4

Draw a storyboard

STEP 5

Turn in pre-production deliverables:
- One paragraph summary of each source – minimum two sources
- One paragraph describing your audience
- 1-2 paragraphs about the message content
- Headline
- Storyboard

CREATE

STEP 1

Select copyright free music

STEP 2

Film each scene as depicted in the storyboard

STEP 3

Edit using Adobe Premiere

FEEDBACK

Professionalism
- Editing (smooth thoughtful transitions)
- Music is appropriate for the topic and audience
- Language and words are appropriate for your target audience
- Images/pictures are appropriate for the topic and audience
- Length is 30, 45, or 60 seconds precisely

Content
- Length meets the required time limit (30-60 seconds)
- Clearly states position on the topic
- Use of motivational appeals
- Researched facts/statistics support the position of PSA
- Message is powerful and effective to viewers
- Includes a Works Cited slide or credit at the end of the presentation
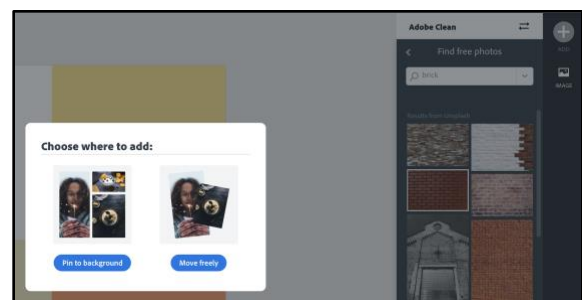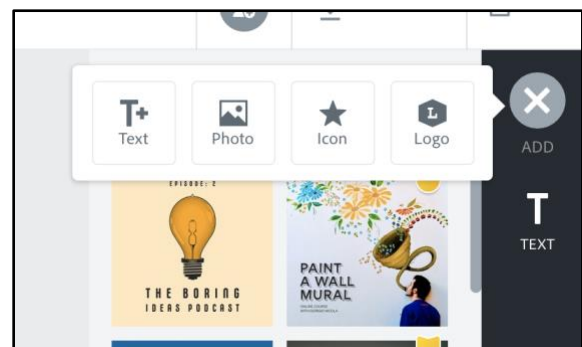- Free of grammatical/spelling errors

Proposal
- Two + sources of information about your topic
- Audience Analysis paragraph
- Message Content
- PSA headline
- Storyboard

SHARE
You can upload your video to an Adobe Spark page or your preferred streaming channel
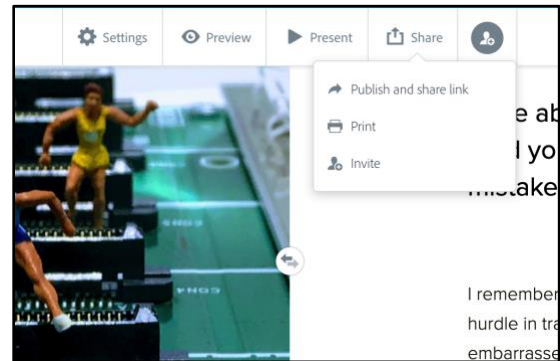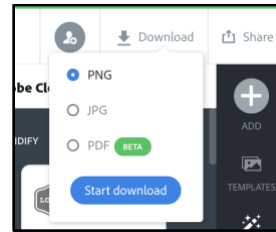
TUTORIAL FOR ADOBE SPARK

1   Open Spark, log in with your account, and from the Home screen, click the blue + "Create a project" button. Then select the type of social media post you want to create.

2   Start by adding text to display the profile name of the historical figure and other text components. Click the plus button and select "Text." Click "Start from scratch" and type your text or select "Start from template" and edit the text that's automatically added. Make any style adjustments you'd like to make. Then repeat the steps to add all the text elements to your social media post.

3   Add an image or multiple images to your post. Click the "Add" button and select "Photo." Click upload photo and choose an image you found in your research. Or click "Find free photo" and search for relevant images. Select "Move freely" and position the image where you want it. Repeat for any other images in the post.Position the components of the post to make it look as realistic as possible.

4 Once you've completed the post and confirmed you have all the components needed, select "Download" to save the image to your computer.
When you have finished answering the five reflection questions and formatting your page, you can click "Share" then "Publish and Share link" to share with your teacher, parent, friends, or family.

If you want to work with a peer, you can also add them as a collaborator by clicking "Share" and "Invite".

6 You are done!