

Lesson 6. Respond. Create a Waste Management PSA

Create a Waste Management Public Service Announcement (PSA)

Adapted from: http://www.mrscullen.com/images/dm_imoviepsa.pdf

Working in teams of three: brainstorm ideas, come up with a concept, plan and shoot a 30 second Public Service Announcement (PSA) that focuses on waste management / sustainable practice.



Here are some examples of 30-second PSAs:

Recycling: <https://www.youtube.com/watch?v=ibexZwsrfz4>

40 Gallon Challenge: <https://www.youtube.com/watch?v=RCuGC95qTdE>

Live United: <https://www.youtube.com/watch?v=ytF9PU5IXDY>

Use the following guidelines to begin to plan a 30-second spot!

STEP 1 ~ Respond to the following questions

Message: What is our main message?

What do we want the viewer to consider/understand?

Action: What do we want the viewer to do?

STEP 2 ~ Create a storyboard for approval BEFORE you begin shooting

A storyboard is a visual representation of the different shots (shot sketches) in the order they will appear in the finished work. *Your drawings can be simple stick figures.*

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In addition, include:

1. a written description of the shots you are planning: locations, actions, objects, actors, etc.
2. an audio description (where the narration comes in, or if there is music over the shot.)

STEP 3 ~ Decide who will do these jobs:

VIDEOGRAPHER _____ EDITOR _____
 COMPOSER _____

STEP 4 ~ Collect or create the images, video clips, etc, on your iPad...

STEP 5 ~ Add captions and edit your video clip to a 30 second PSA...

STEP 6 ~ Add your audio...

STEP 7 ~ Team self-assessment:

What worked?
What was difficult?
What would you do differently next time?

As a team, respond to the criteria below by sharing specific evidence of your successes:

Emerging	Developing	Proficient	Extending
		Our PSA includes an informative, thought-provoking message about waste management.	
		Our PSA includes eye-catching images, video, titles, and sounds.	
		Our message prompts the viewer to think differently about waste, and to take action (to behave differently).	
		Our group worked well together ~ communicating with purpose (contributing ideas), thinking creatively, and sharing responsibility (learning from each other)	