



Health Class  
Project 2  
PSA Video Project

“Staying Healthy Over Summer”

# Goal of Project

- \* To demonstrate knowledge learned throughout the **health curriculum**
- \* To present information to teens on ways to stay healthy over the summer



# What is a PSA?

- \* PSA stands for Public Service Announcement
- \* Provides a message or messages to a target audience on a predetermined topic

Example:

Project Yellow Light

<http://www.youtube.com/watch?v=tHQ2ThGhiYQ>





# Requirements



- \* Target audience (Teens 14-18)
- \* **60 seconds** MINIMUM in length
- \* **90 seconds** MAXIMUM in length
- \* Minimum of **3 Messages** in PSA



Example: “Healthy Eating”

- Low sodium
- Hydrated
- Variety of fruits

(smoothies, fruit salad, etc.)

# Need Creativity

## \* Setting



## \* Signs



## \* Props



## \* Music





# Teamwork



- \* **Students will have one of four roles in the project:**
- \* **The Producer** - Completes daily project reports. Keeps other on task. Steps in when necessary. May also contribute to the storyboards.
- \* **The Cinematographer** – Uses the camcorder to record video for the project.
- \* **The Audio Technician** – Works with the cinematographer to make sure sound is recorded clearly during production. Finds royalty free sound effects and music as needed.
- \* **The Editor** – Combines video and sound clips together to create the final movie using iMovie or Adobe Premiere.



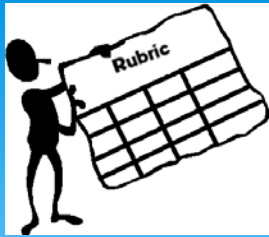
# Teamwork



- \* **All students** involved in creation and production of PSA video
- \* Absence from school is **NOT** an excuse to not complete project
- \* You are responsible for making time other than the Health Class “work” periods to complete project if necessary







# Rubric



## Requirements:

- |   |           |
|---|-----------|
| * Target audience appropriate                 | 5 points  |
| * 45 Second Minimum length                    | 10 points |
| * Minimum of 3 ways to stay healthy           | 10 points |
| * Clear audio/easy to hear                    | 5 points  |
| * Organized Preparation/Practice evident      | 10 points |
| * Health class information topics utilized    | 5 points  |
| * Use of props/materials                      | 5 points  |
| * Creative delivery                           | 10 points |
| * Music utilized                              | 5 points  |
| * All students active in development of video | 5 points  |
| * Emailed by deadline                         | 5 points  |

**TOTAL 75 points**