

Health Project 2 – The PSA

Task: Using either the iMovie or Adobe Premiere at VAPA High School students will create a Public Service video clip that will educate a general public audience about any health related topic we have covered in class.

The PSA video clip **WILL:**

- be a **maximum** of 90 seconds.
- be a **minimum** of 60 seconds.
- follow a basic storyboard/Rough Draft plan
- express a **single, obvious** theme or message to be communicated
- provide credits for the information used.
- be viewed by the class and possibly the school through use on Tiger TV
- Provide and anti use message for risky behaviors **OR** supportive message for healthy behaviors

Components to include:

- ✓ A clear **theme or message** that is obvious to the audience
- ✓ A solid **definition/explanation** of your topic or issue
- ✓ 3 different & relevant **statistics** related to your topic (with the source cited on the same frame)
 - *At least one statistic needs to be in the form of a voice over!!*
- ✓ 3 pieces of **useful information** related to your topic
 - *At least one piece needs to be in the form of a voice over!!*
- ✓ **Sounds & music** that assist in communicating your theme/message
- ✓ **Works cited** page/frame
- ✓ A **fresh, creative and original** concept to communicate your theme/message

Things to consider ...

- ? The timeline is approx. **10 days** ... don't bite off more than you can chew!
- ? **Keep it simple** ... less can be more

Rubric Standards

- ➔ Obvious theme that sends a clear message
- ➔ Clear explanation/definition of the issue
- ➔ Clear, accurate statistical information
- ➔ Audience gains useful information about the topic
- ➔ Graphics & Sounds help to clearly communicate the theme
- ➔ Fresh, creative and original ideas
- ➔ Storyboard/Rough Draft Plan

Due Dates ➔ **Storyboard: Friday May 11, 2018**
Project: Friday May 18, 2018

PSA Project Rubric

Your Health PSA Project will be graded on the following criteria:

PSA Content & Organization (90 points) –

- The project is done in a video format and represents a “real” PSA. *10 points*
- The project is 60-90 seconds in length. *10 points*
- The project incorporates facts and statistics to support the theme. *10 points*
- The project must have a clear beginning, middle and end. *10 points*
- The theme of the PSA must be clearly portrayed. *10 points*
- The project must be is well organized. *10 points*
- The project must display creativity. *10 points*
- The video contains “Closing Credits”. *5 points*
- The video contains “Works Cited”. *5 points*
- The video is clear. *5 points*
- The audio is clear. *5 points*

Group Presentation/Question & Answer (10 points) –

- The group demonstrates a clear knowledge of the topic. *10 points*

Late Assignment –

Points will be deducted for every day that the assignment is late:

- Points deducted. *2 points/day*

Plagiarism –

If a group is caught copying or plagiarizing their PSA, all members of the group will receive an automatic 0 on the assignment and will be referred to the administration for any possible disciplinary action.