**Human Impact Public Service Announcement Project**

Your team will research a climate change topic of your interest and create a Public Service Announcement (PSA) that communicates your understanding of the science, raises awareness about the causes and consequences of climate change, and motivates people to take action in their communities, families and their own lives. In small groups, your production team will create a PSA about climate change that will motivate your audience to change a personal or collective behavior. When finished with production, you will present your PSA to your peers for critique.

**How do we create and deliver a filmed PSA message that can educate the public about climate change and is persuasive enough to motivate people to change their behavior?**

**Work to be presented in class on October 1st or 2nd (1st block day): A 120-second PSA video that will motivate your audience to adopt behaviors that can help to alleviate climate change – 75pts**

**STEP 1 Pre-Production:** In the pre-production phase, your group will:

- Brainstorm thoughts/answers to these three questions: What makes a PSA powerful? What is the difference between a PSA and an advertisement? What do we need to do to plan and create a powerful PSA?
- Gather information about climate change topics from vetted science sources. Such as:
  - a. The impact of human activities on an endangered ecosystem such as a grass prairie.
  - b. The impact of draining wetlands.
  - c. The impact of dam construction.
  - d. The impact of invasive species.
  - e. The impact of releasing pesticides or heavy metals into the environment.
  - f. The impact of single-crop or monoculture farming.
  - g. The impact of clear-cutting forests.
  - h. The impact of building cottages along lake shores or fire prone area.
  - i. The impact of urban sprawl development on natural areas or drainage systems.
  - j. The impact of oil and gas exploration along the coast.
  - k. The impact of illegal wildlife poaching or decrease of biodiversity.
  - l. The impact of strip mining (e.g. nickel) or underground mining (e.g. potash).
- Discuss and decide on your message. What compelling story will your message tell? How will your message persuade people to be concerned about your message and make a behavior change?
- Remember that sounds, images and text must work together to make a compelling, powerful message in 2 minutes. Draft a storyboard, script and/or shot log. The storyboard/script should include images, titles, graphics, narration, planned shooting locations and a description of what the on-camera talent will be saying and doing.
- Read the narrative aloud and time it to fit into a 2 minutes time window. Revise as necessary.
• Pitch the PSA draft to peers. Make necessary changes to your storyboard and script based on feedback from the pitch.

**STEP 2 Production**: In the production phase, you will:

• Review the plan (storyboard, shot list and/or script) that you created in pre-production. When ready, you will record/film the PSA. Make sure you tape all the shots and dialog in your production plan and check off shots/lines on the shot log template as you go along. Consider taking additional shots you think might be useable even though they aren’t on your production plan.
• Look at your video footage, making sure you have all the footage you need before beginning the editing process.

**STEP 3 Post-Production**: In the post-production phase, you will:

• Transport your video into your computer editing software program.
• Use your computer and video editing software to put your images, text, audio and video together to create your PSA. As part of your final review of your PSA, consider listening to it without the sound. This may help you refine how your images, text and sound work together to create a compelling story.
• Once editing is complete, present your PSA to your classmates for critique.

**STEP 4 Peer Critique**: Questions to think about as you view each other’s PSAs:

• In what ways was the PSA message clear, short and compelling? In what ways did the sound, visuals and text work together to create a powerful, compelling message PSA message about climate change? In what ways would the PSA message convince you to be concerned about climate change and do something about it? What did you like the most about this PSA? Why?
• Rubric for an effective and quality PSA
  a. The PSA was designed to reach the target audience.
  b. The PSA communicates an accurate understanding of the climate change science and raises awareness about the causes and consequences of climate change
  c. The PSA message is short, clear, powerful and compelling
  d. The sounds, visual images and words work together to tell a compelling story
  e. The PSA is persuasive enough to motivate people to adopt behaviors that will mitigate climate change.
  f. The technical quality of the camera work: The camera work includes a variety of techniques such as framing, rule of thirds, focus, variety of shots, appropriate lighting
  g. Technical quality of the editing: The PSA editing effectively combines text, images, video, audio and music to create a narrative that is compelling and interesting.
  h. Students effectively pitched their conceptualized PSA to their teacher and peers
  i. Final product was completed on time and shown without glitches.