

## Movies and Music

### PSA: Texting while driving

✓		Point Value	
	Video clearly identifies a single core issue: dangers of texting while driving.	10	
	PSA motivates the audience to act. PSA techniques are used: Talk about results. Use emotion to connect to the audience. The audience can relate personally to the message.	10	
	Purpose is <b>communicated</b> effectively. Well rehearsed with smooth delivery that <u>attracts the audience attention</u> . <b><i>Do not read from notes; must have eye contact; laughs and giggles deleted</i></b>	5	
	Production: Different “takes”, camera angles, and use of zoom. Video did not rock/shake and the focus was excellent throughout. Nonessential video is deleted. Use tripod or something to steady your camera. Film same scene multiple times to be able to chose best clip. Re-film if necessary.	5	
	Title slide(s) are used. Text is <u>large</u> enough to read. Text stays on screen <u>long</u> enough to read.	5	
	At least three transitions are used to enhance the presentation.	5	
	Audio: Royalty free music or music created from Garage Band. Do <b>NOT</b> use copyrighted music. Music best fits at the beginning, end, and silent areas. Volume is adjusted accordingly.	5	
	Audio: Voice-over narration and actors voice is used. Volume is adjusted accordingly.	5	
	Use of costumes and / or props.	5	
	Create a “credits” slide. Don’t use last names of actors.	5	
	Shared as Quicktime and dropped to Mrs. Pena’s drop box. Last_name_psa.mov	5	
	Length of video: about 50-70 seconds (without sources/credits). Note that all “components must be there”	Loss of 50%	
	Turned in on time: Late penalty of 10% per day		
	Stayed on task: subtract daily participation points (5pts per day)		
	Use back of this paper to: Describe in <u>detail</u> each group members’ contribution to this movie: Point value given separately. Must actively contribute to receive these points.	5	
	Storyboard – must fill in all details. Script typed in Word document	10	
	<b>Total</b>	<b>80</b>	