

Lights, Camera, Film Literacy!
Creating an Animated PSA
(Public Service Announcement)

After completing each step, make sure to have your teacher initial it.

- ___1) Brainstorm as a group some ideas for your film's topic.
(This should be to persuade behavior about health, safety, or responsibility.)

Write your topic here: _____

Remember that your PSA's purpose is to PERSUADE.

- ___2) List three main points you plan to include in your PSA.

I. _____

II.

III.

- ___3) What character(s) will present your point of view?

- ___4) Circle which of the following will be included in your PSA:

Problem & Solution Cause & Effect Compare & Contrast

- ___5) Write a brief description of your PSA.

____6) Create a storyboard of key frames.

____7) Create sketches of concept art.

____8) Decide as a group which art to use.

____9) Create the background(s) on construction paper.

____10) Create the movable pieces that will be animated.

____11) Practice your animation. Decide on the speed of the movements.

DIGITAL ANIMATION USES **30** FRAMES PER SECOND.

____12) Learn how to use iStopMotion software from your teacher.

____13) Animate your PSA.

____14) Tape your narrator in a quiet room. Each sentence should be recorded separately.

____15) Match the narrator to the visuals.

____16) Add titles and credits. In your credits, mention your school as the location and thank those who were interviewed.

____23) Add Garage Band music.

____24) Check sound levels and adjust as necessary.

CONGRATULATIONS
On Completing your Animated PSA !!!!