

PSA-Comedy

Video assignment

1. Determine your approach:

State your specific topic: what viewing audience behavior you want to change

Choose your story telling approach: joke, parody, prank, satire, pun, exaggeration, mixed metaphor

Choose your performance method: surprise, ironic, incongruity/contradiction, slapstick

Choose the audience's emotional responses you want to occur:

sadness to joy, disgust to trust, anticipation to surprise

2. Prepare a Program Development:

Subject: the title and catch line for your PSA

Objective: what is the audience behavioral change your video will accomplish

Audience: Marymount students and the broader Marymount community

Program Length: Choose either two 30 seconds each or one 60 seconds PSA

Treatment: (Detailed description of your concept including the stylistic approach)

3. Complete the attached shooting script - either print and handwrite or type it on the attached form.

4. Prepare a Production Plan:

Cast: Identify your cast members by name and any narrators and their roles

Crew: Identify who will be primarily responsible for the following.

(A group member can have more than one responsible. All group members should assist with each).

Director:

Camera Person:

Tech: (lighting and sound) *Staging:* (Scouting locations, props, costumes, etc.)

Post Production: (Final Cut editing)

VIDEO EDITING (SHOOTING) SCRIPT

Use as many pages and **add boxes as needed** and **expand the boxes as necessary** to fit your descriptions.

Producing a video involves putting together a number of shots to create segments that make up a scene. Several scenes are then joined to convey specific messages and tell a story. Short sequences can be used to transition between scenes.

VIDEO TITLE _____ **DATE** _____

GROUP MEMBER NAMES _____

PURPOSE OF VIDEO: _____

List each shot in the left column and the accompanying audio including music, voiceover, sound effects and or music in the right column. Include a brief description of the purpose of each sequence and transition in your story arch.

Opening sequence of 3 to 5+ shots 5 second for a 30 second PSA or 15 seconds for a 1min. PSA		
Topic of sequence: Purpose of sequence in your story arch:		
1	LIST VIDEO SHOTS IN THIS COLUMN <i>Including; any inserts, cutaways, cross edits, and split edits</i>	LIST ACCOMPANING AUDIO IN THIS COLUMN <i>Including; dialogue, sound effects, voiceover, music</i>
1		
2		

3		
4		
5		
6		
7		
Transition from opening to 2nd sequence: 5 seconds of 3 to 5 shots		
LIST VIDEO SHOTS IN THIS COLUMN <i>Including; any inserts, cutaways, cross edits, and split edits</i>		LIST ACCOMPANYING AUDIO IN THIS COLUMN
1		
2		
3		
4		

5		

2nd sequence of 3 to 5+ shots:
10 second for a 30 second PSA *or* 20 seconds for a 1min. PSA

Topic of sequence:
Purpose of sequence in your story arch:

LIST VIDEO SHOTS IN THIS COLUMN <i>Including; any inserts, cutaways, cross edits, and split edits</i>	LIST ACCOMPANYING AUDIO IN THIS COLUMN
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	Transition from 2nd to final sequence: 5 seconds of 3 to 5 shots	
	LIST VIDEO SHOTS IN THIS COLUMN <i>Including; any inserts, cutaways, cross edits, and split edits</i>	LIST ACCOMPANYING AUDIO IN THIS COLUMN
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Closing sequence of 3 to 5+ shots:
5 second for a 30 second PSA **or** 15 seconds for a 1min. PSA

Topic of sequence:
Purpose of sequence in your story arch:

LIST VIDEO SHOTS IN THIS COLUMN <i>Including; any inserts, cutaways, cross edits, and split edits</i>	LIST ACCOMPANYING AUDIO IN THIS COLUMN
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Credits: 15 – 20 seconds – one text screen white text on black

Title of your video

Produced by
Names of your group members

Performed by
Names of performers in the order they appear in the video

Music by:
If original music: Name of composer & performers.
It is not necessary to list any stock music or sound effects

Marymount University
Video Production I 2014