

# PSA Checklist

Please use this checklist to make certain you have followed all the steps to plan, storyboard, film, edit, add audio, and publish your Public Service Announcement.

## Planning

Before you move on to Storyboarding Make sure you have done the following:

- ☐ Select a Topic
- ☐ Take a stand on that topic
- ☐ View other PSAs on the topic or other topics
- ☐ Collect information on the topic (be sure to capture some powerful quotes)
- ☐ Plan the emotions you want your audience to feel
- ☐ Think about a possible metaphor to use in the PSA
- ☐ Plan a beginning, middle, and end of the video
- ☐ Plan a location to film, if appropriate
- ☐ Plan props you may need and assigned people to bring them

## Storyboarding

Before you move on to filming you must have a storyboard with the following:

- ☐ Pictures or sketches of each scene indicating camera angles if appropriate
- ☐ Notes under the picture of dialogue or audio that will play
- ☐ Locations for filming under each picture
- ☐ Cited references if you are using quotes or research in your PSA

## Filming

Before you move on to audio/editing be sure you complete the following:

- ☐ Remember to film with your phone in landscape mode (held sideways)
- ☐ You have Image Permission forms for any interviews you conduct or non-class individuals you film
- ☐ You have at least two good takes of each scene to use for editing
- ☐ All scenes on the storyboard have been shot

## Audio

Before you move on to editing, be sure you have the following:

- ☐ Dialogue filmed with video, if appropriate

- ☐ Background music that evokes the emotion you want in your audience and is copyright free
- ☐ Any voice overs you want to include
- ☐ All audio files added are in MP3 format
- ☐ All audio files you downloaded from another source have citations so you can give the artist credit in the PSA or you are using copyright free music

## **Editing**

Use the checklist to make sure you do everything you need to in editing:

- ☐ Place the video files in the same order as the storyboard
- ☐ Use only copyright free images
- ☐ Each section flows into the next
- ☐ Audio files match with video and are at appropriate sound levels for the audience to hear
- ☐ Citation credits follow the PSA, if needed (Such as crediting quotes and music)

## **Publishing**

- ☐ We evaluated our PSA according to the rubric and we are certain to produce the best product possible
- ☐ Everyone in our group agrees the PSA is finished and ready for publication
- ☐ We have signed the release so that Ms. Black can publish the PSA to a wider audience

This form was created inside of [Pollack Academic Center of Excellence](#).