

PSA In-Camera Edits Assignment

A. PRACTICE: 30 minutes

Take the camera out and practice shooting various perspective for half an hour. Each person should get a chance to shoot.

B. PSA - ANGLES AND PERSPECTIVES: 1 hour 30 minutes

In your group, you will storyboard a 3 minute Public Service Announcement. Make sure to draw out you angles and images along with the dialog for the PSA.

Put together a narrative structure of a PSA using in-camera edits. This assignment is based on getting used to using the camera and being able to see through the camera's eye. Use what we learned from the Shooting hand out. Make sure to use various shots (wide, medium, close-up) as well as using various angles (tilted horizon, dramatic angles).

All of this project will be done with in-camera editing. This means that every shot counts and we will watch the video exactly how you shot it. So, if you would like to create a coherent story, make sure to plan ahead. You **MUST** storyboard your PSA and shoot it in sequence of how it will be watched.

Also, there are no re-takes in this assignment. You must not rewind the tape and reshoot something you just shot. You have just one chance to get it right. So, make sure to plan ahead and rehearse the shots without using tape.

Be creative – do a PSA on why it is important to eat banana's or a PSA/commercial for SFCC.

