

Video-Film – Farris

Advertisement / PSA project

An **Advertisement** promotes a product or service.

A **Public Service Announcement (PSA)** is intended to benefit the public by raising awareness of an issue, affecting public attitudes, and stimulating action.

You may select a real or imaginary product / service for your ad.

Make it **dynamic**. Remember, your ad has to convince people your product is worth buying.

Ad/PSA Project Requirements:

- Use **rapid edits** to keep viewers' attention
- Use **close-ups**
- Use **clear audio** and **good lighting**
- Keep it simple. **Short, memorable slogans** are easy to remember. ("Got Milk?")
- Use appealing **music** and **graphics** to attract viewers.
- Try associating your product with something **positive** (humor, success, health, wealth, etc.).
- Your Ads or PSAs should be between **45 and 90 seconds** in length.
- Points will be deducted from projects displaying **inappropriate content** including drug references, sexuality, or profanity.

Some Ideas for Ad / PSA Project:

- Make an ad for **Video-Film** class (or any class)
- Promote your **Sports Club / School Club / Organization**
- Promote your **Band**
- Advertise an **Upcoming Event**
- Make a PSA about something you feel strongly about: **Anti-Drug / Bullying / Littering...**
- Promote **Earth Day / Recycling**
- Promote a **Charity**
- Make an ad promoting **La Costa Canyon High School** to incoming students and their parents
- Advertise your (or your parents') **Business**