

The goal of this project is to create a short (30-60 second) public service announcement (PSA) using a time-based image compositing system such as *Adobe After Effects*. Your PSA should teach the viewer something about a culture, a concept, or an ideology that is underrepresented in today's western world (in the spirit of Hampshire's Multiple Cultural Perspectives requirement).

You probably don't already know what your PSA will be about. Maybe there is something you've heard about and want to explore in more detail – great! But perhaps you're like many of us in that you know what you know, but you don't know what you don't know.

Don't worry, there is plenty to choose from. Consider it this way: the class as a whole is creating a set of PSAs with the loose theme of "things you rarely read about, talk about, hear about, or see" and yours needs to fit into this set.

Requirements (please contact me if you have questions):

- There must be **animation** in your PSA. Remember that you can animate the position, opacity, orientation, scale, and other aspects of every element in your composition.
- You must use at least **4 different images**.
- You must use either a **voiceover** or **text** (or both).
- You must use a resolution of **320 x 240** and **15 fps**.
- You **MUST** use a compressor such as **Cinepak** or **Sorensen** (best quality). The "animation" compressor is not acceptable. 30+ Mb movies will not be warmly received!

PART ONE due Monday, April 2nd at the beginning of class

Hand in the TYPED script of your PSA with a bibliography of your reference sources. The script must contain the actual text that we will either see or hear. It is critical that you **read the text aloud** and make sure that it can fit into a short PSA! This is NOT the appropriate project for delivering a long-winded lesson (save that for your final project if you wish).

If you are ahead of the game and want to describe the visual "action" please feel free to do so (i.e., the images we will see and how they might be animating).

The bibliography should be in standard format.

PART TWO due Wednesday, April 11th at the beginning of class

Place your final project as a rendered QuickTime movie on the e-work disk (folder: **PSA projects go here**). Make sure your movie plays on the iMacs in the e-classroom BEFORE class, especially if you are a PC user. Please don't use class time to download your movie: either download it before class or bring it in on a Zip disk.