

English 282: Multimodal Composition for the Web Public Service Campaign Project

Due Dates

Visual Factsheet First Draft Due: Thursday, November 12; **submit file to Canvas before class begins**

Visual Factsheet Final Draft Due: Friday, November 13, by **10:00 p.m. via Canvas**

Video Storyboard Due: Tuesday, November 24; **submit scanned images or URL to Canvas before class begins**

Video Rough Cut Due: Tuesday, December 1; **submit file or URL to Canvas before class begins**

First Draft of Public Service Campaign Site Due: Tuesday, December 8; **submit URL to Canvas before class begins**

Final Draft of Public Service Campaign Site Due: Friday, December 11, by **10:00 p.m. via Canvas**

Assignment

For the public service campaign, you will create a web site that features the following content:

- **Public service announcements** in digital image and video formats;
- **Researched facts** about your public-service issue;
- **Resources** to help your targeted audience take action, further educate themselves, locate local assistance, and/or connect with others interested in the issue;
- **“About This Campaign” statement (300-500 words)** that defines your campaign’s audience, purpose and context and explains how your use of modes, appeals, and information effectively addresses this rhetorical situation; and
- **Sources** list that cites—and ideally links to—articles, websites, copyright-free media, and other resources used for the project

Although you will individually author the digital image and factsheet component of the campaign, you may opt to collaborate with others on the video and campaign web site.

Guidelines

1. **You need not originate a public service issue or invent an associated non-profit or governmental organization.** Feel free to create a campaign for currently existing issues or organizations. Browse the Ad Council’s, PSA Central’s or Creative for Good’s campaign information pages to see recent public service announcements. Consider how your campaign might localize an existing public service campaign or reach out to an emerging audience.

2. **Effective public service campaigns begin with rhetorical analysis and research.** Identifying your audience allows you to strategically craft a message and call for action. Research translates into stories and statistics that communicate the urgency of your public service issue. It helps you propose actions. Research can also tell you more about the background, behaviors, values, and media consumption habits of your target audience.
3. **Consider your available time and technical expertise when creating your digital image and video.** Your goal is using modes and design elements to make appeals and communicate a clear message. You do not need elaborate backgrounds, multiple characters, and special effects to do so.
4. **If you do not own a digital video camera or a computer capable of running video editing software, you may check out free equipment** from the Student Technology Fee office. You may also use the video editing stations in the Odegaard Learning Commons or book the Odegaard Sound Studio to record voiceover or music
5. **You may use or modify copyright-free photos, music, or stock footage in your public service announcements and other campaign materials.** Use guidelines from guest presenters Robyn Foshee and Priscila Ordoñez to locate materials with permission to use, modify, and share. You will, of course, cite the sources of media content.
6. **Although the web is a public space, you may password-protect your campaign web site or use a pseudonym.** Note that if you use an online website creator to author your site, your content will be stored on the company's server.
7. **If you would like to discuss ideas-in-progress or draft materials outside of class,** please feel free to attend office hours or schedule an appointment.

Resources

Sample PSAs

- The Ad Council: <http://www.adcouncil.org>
- Creative for Good: <http://www.weforum.org/best-practices/creative-good>
- EPA PSA Campaigns: <http://www2.epa.gov/newsroom/public-service-announcements>
- Huffington Post: Public Service Announcements:
<http://www.huffingtonpost.com/news/public-service-announcements/>
- PSA Central: <https://www.psacentral.org/home>

PSA How-To

- Center for Digital Education—How to Create the Perfect Public Service Announcement:
<http://www.centerdigitaled.com/artsandhumanities/How-to-Create-the-Perfect-Public-Service-Announcement.html>
- Community Tool Box—Preparing Public Service Announcements:
<http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/public-service-announcements/main>

- Kansas Association of Broadcasters—How to Write a Public Service Announcement: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CCKQFjABahUKEwiywprp0_LIAhWSOogKHQOvAXE&url=http%3A%2F%2Fwww.kab.net%2Fkadditionalinformation%2Fseminars%2Fd74242.aspx&usg=AFQjCNG2dby816Qv6qj5D2bucgDRa7K-hw
- PSA Research Center: <http://www.psaresearch.com>
- Rock Your World--Creating Public Service Announcements: <http://rock-your-world.org/curriculum/take-actions/creating-public-service-announcements>
- Understand Media—Writing Public Service Announcements: <http://www.understandmedia.com/topics/media-production/106-writing-public-service-announcements>

Materials, Equipment, and Software

- Copyright-Free Stock Photo Sites: Flickr: Creative Commons (<https://www.flickr.com/creativecommons/>), FreeImages (<http://www.freeimages.com>), morgueFile (<http://www.morguefile.com>), Negative Space (<http://negativespace.co>), RGBStock (<http://www.rgbstock.com>), and StockSnap.io (<https://stocksnap.io>)
- Creative Commons Music Communities: <http://creativecommons.org/music-communities>
- Creative Commons on Vimeo: <https://vimeo.com/creativecommons>
- Odegaard Learning Commons (has video editing stations and software): <http://www.washington.edu/itconnect/learn/technology-spaces/odegaard-learning-commons/>
- Odegaard Sound Studio: <http://www.washington.edu/itconnect/learn/technology-spaces/sound-studio/>
- Student Technology Fee Equipment Loan Program: <http://www.cte.uw.edu/STFEquipment>
- Videvo Free Stock Footage and Motion Graphics: <http://www.videvo.net>

Tutorials

- Getting Started with Windows Movie Maker
- How to Use Windows Movie Maker
- How to Create a Movie from Start to Finish with iMovie
- iMovie Help
- iMovie Video Tutorial
- Learn Photoshop | Adobe TV
- Photoshop Tutorials
- Windows Movie Maker Video Tutorial

Grading

I will use a 100-point scale to assess the public service campaign project. We will develop specific assessment criteria as a class. Failure to submit required drafts and participate in in-class peer review will result in a 10-point deduction from the final project grade, as the ability to consider and revise from feedback is an essential component of the course. Late final drafts will receive a 10-point deduction per day late, including weekends and holidays.