

Video Project Proposal

Purpose

The purpose of this activity is for your team to determine the content of your video project via a project proposal to the instructor.

Assignment

This lab is designed for you to propose a specific topic for your Public Service Announcement (PSA) to your instructor. Think about the message do you want to get across. What information do you want to communicate? Who is your primary audience? Is there something you wish someone had told you about Penn State or IST before you arrived here? The topic of this assignment is very broad and it is up to your team to narrow down the focus through a proposal.

Directions

To complete this lab, you will need to:

1. Identify the content or message you want to convey in your PSA. You will need to provide the reasoning for your choice. For instance, if you choose time management, you would need to indicate why this is an important and relevant message for your audience.
2. Identify members of the project team and associated roles on the assignment. Do you intend to have one person cover video editing, another covering the actual footage, and someone else the script? Team members can have multiple rolls.
3. Identify the required resources to complete the project. What hardware do you need? Where will you get it? The same for software. Will you require additional people to be part of the video outside of your team?

Grading Rubric

Checklist	Possible Points	Points Scored
Clearly identified the message for the PSA and provided reasoning why this is a relevant, important message to cover.	10	
Clearly identified the members of the project team and associated roles on the project.	5	
Identified the required resources necessary to complete the project, including hardware, software, personnel, and any other necessary resources.	5	
Total	20	

Comments: