

EDG 3801 ~~Public service announcements (PSA) try to persuade an audience about an important issue. In order to do that effectively, students must engage in research to become "experts" on their selected and to develop a persuasive script. They must use and cite supporting resources from reliable sources. The class will view several~~ **Public service announcements (PSA) try to persuade an audience about an important issue. In order to do that effectively, students must engage in research to become "experts" on their selected and to develop a persuasive script. They must use and cite supporting resources from reliable sources. The class will view several** ~~with the community and communicate cybersecurity issues in a way that is relatable for students on campus.~~

The presentation project involves a visual or digital presentation building onesdhsstated research on cybersafety as an everyday citizen. Public service announcements (PSA) try to persuade an audience about an important issue. In order to do that effectively, students must engage in research to become "experts" on their selected and to develop a persuasive script. They must use and cite supporting resources from reliable sources. The class will view several

EDG 3801 Cybersecurity and the Everyday Citizen

Audience: Your audience for the PSA is undergraduate students at USF. You should specify whether your project is directed to all students on campus, a specific major, or a distinct demographic group. Reference data sources to support your rationale for your audience selection. Your stance should be appropriate to this audience and your purpose. In your final reflection you will substantiate your audience selection and provide a rationale for the relevance of your topic

EDG 3801 Cybersecurity and the Everyday Citizen

who appeared in or helped with the video. If you use music, it must appear in the credits. If you use music that is not available under Creative Commons, you must also link to the music in your Youtube description or your video may be deleted for copyright infringement. If you cite sources in your video, include links to those sources in the video description.

Technical requirements: As outlined above, your video must be viewable on Youtube or Vimeo. A word on privacy: If you don't want your PSA appearing in searches, you may set it as unlisted. Do not set your video to private because we won't be able to see it!

Portfolio and Reflection

Compile into a digital portfolio the following: Script, Storyboard, Video link, and Reflection (See Appendix C: PSA Rubric)

Include the following in your reflection:

- Describe your intended audience. Specify whether your project is directed to all students on campus, a specific major, or a distinct demographic group. Reference data sources such as the USF System Fact Book and the Infocenter to support your rationale for your audience selection.
- Identify the issue you chose and explain why you think your topic and reco1(w)2(a)-1(b)3(e)-1(c)4(oo-10

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would tell it to a friend

EDG 3801 Cybersecurity and the Everyday Citizen

Use the table to draft the script content for your public service announcement:

APPENDIX B

Storyboard the PSA: Part I

Selecting Images and Background Music

Good stories start with a good script, but they don't end there. In your storyboard you will integrate the words with complementary sounds and images.

Because public service announcements share a great deal of information in a short (45-60 sec) period of time, including images that communicate powerful emotions and ideas is essential. Quality images can catch a viewer's

EDG 3801 Cybersecurity and the Everyday Citizen

Just like photographs and written text, though, sounds are often protected by copyright. To ensure that you are not breaking copyright laws, you must select sound/music from

EDG 3801 Cybersecurity and the Everyday Citizen

how the project will be put together and help illustrate what holes exist since you can see the entire plan laid out in front of them. Storyboarding can also inspire new ideas as well as let you rearrange existing resources before the final development begins and changes may be harder to make.

The important thing about storyboards is that they give you a way to decide how you will split up your script into individual pieces so that you can then get a clearer overview of your PSA plan.

You have the option of a variety of storyboard template pages or software programs to use for planning your PSA, including Microsoft Word and PowerPoint. Whichever option you choose, you will draw the main action of the shot, noting approximately how long it will take, and include any dialogue, sound, or special effects required. We will not be judging the storyboards on artistic merit, so don't worry if you can't draw more than a stick figure. This is the visual companion to your verbal script. A storyboard for a 60 second PSA should have about 8-10 frames. A 60 second PSA averages 150 words.

Storyboard Templates

How to Create a Storyboard in Microsoft Word <http://digitalstorytelling.coe.uh.edu/pdfs/How-to-Create-Storyboard.pdf>

Downloadable storyboard templates

Word-storyboard-template1.doc

Word-storyboard-template-2.doc

PDF-storyboard-template.pdf <http://digitalstorytelling.coe.uh.edu/storyboard-templates/PDF-storyboard.pdf>

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APPENDIX C: PSA Rubric

	5-4	3-2	1	0
<p>Originality/Creativity (Double points)</p>	<p>The PSA grabs the audience with unexpected and novel techniques to illustrate exemplary creativity, originality, and imagination. The message is highly engaging and leaves the audience with a “Wow” reaction.</p>	<p>The PSA reflects student creativity & the use of some original ideas and imaginative design elements. The message is engaging.</p>	<p>The PSA reflects limited original thinking. The message is somewhat engaging.</p>	<p>The PSA reflects a lack of significant creativity or original thinking. Unoriginal or inappropriate topics and images are included. The message is not engaging.</p>
<p>Script (Double points) (Aligned with AACU Written Communication: Control of Syntax and Mechanics)</p>	<p>Written with clarity and appropriate detail.</p>	<p>Script relatively complete.</p>	<p>Script not detailed enough. Rough outline present.</p>	<p>No script.</p>
<p>Storyboard (Double points)</p>	<p>Storyboard is complete with sketches for each scene, detailed notes on titles, transitions, special effects, sound, etc. if needed. Storyboard reflects outstanding planning and organization for the visuals in the PSA.</p>	<p>Storyboard is relatively complete with sketches for most scenes, and notes on titles, transitions, special effects, sound, etc. Storyboard reflects effective planning and organization for the visuals in the PSA.</p>	<p>Storyboard has glaring omissions in scene planning. There are some sketches, and notes on titles, transitions, special effects, sound, etc. Storyboard reflects attempts at planning and organization for the visuals in the PSA.</p>	<p>Storyboard is not done or is so incomplete that it could not be used even as a general guide. Storyboard reflects very little planning of the visuals.</p>
<p>Social Benefit</p>	<p>The ideas shown have an</p>	<p>Ideas shown have an application to</p>	<p>Ideas shown have limited</p>	<p>Ideas shown have no application to</p>

EDG 3801 Cybersecurity and the Everyday Citizen

(Double points)

(Aligned with AACU
Written
Communication:
Context of and Purpose
for Writing)

(Aligned with AACU
Problem Solving
Propose Solutions)

application to the
lives of the
targeted audience.
The PSA is one
that will motivate
change to improve
the targeted
audience's
community in
some meaningful
way.

the targeted
audience and are
likely to motivate
change in a
meaningful way.

application to
the lives of the
targeted
audience

EDG 3801 Cybersecurity and the Everyday Citizen

Sources and Evidence) is the original
work of the
student or is used
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EDG 3801 Cybersecurity and the Everyday Citizen

	message.	effects usually blend with the PSA's message.	PSA's message.	
Credits and Follow-up	Credits and Follow-up information are provided to direct the intended audience to local or national advocacy groups	Credits and Follow up information are provided but are limited.		No Credits or Follow up information is provided or it's inaccurate.

Reflection: Audience Selection

(Aligned with AACU Written Communication: Context of and Purpose for Writing)

Detailed description of intended audience. References data sources such as the USF System Fact Book and the Infocenter to support your rationale for your audience selection.

Limited description of intended audience.

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EDG 3801 Cybersecurity and the Everyday Citizen

	articles referenced to support your assertions.	referenced to support your assertions.		
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Reflection:
Comparison to Global
Examples