PUBLIC SERVICE ANNOUNCEMENT

Student Learning Outcomes:
- identify and describe major global cybersecurity issues facing everyday citizens by comparing your own digital footprint with peers and using knowledge from diverse resources to explain political, economic, ethical, social, cultural, and technological cyber threats on the everyday citizen.

- weigh options and formulate possible solutions by advocating to diverse audiences for informed and responsible decision-making as global and culturally responsive cyber citizens.

Prompt:
After exploring global examples of Public Service Announcement (PSA) campaigns on cybersecurity, you will select a cyberhygiene or cyberethics issue, and develop an educational video to inform the public about this issue. The material may be made public to the USF community. As part of the project, students must demonstrate their understanding of the ethics, policies, and technology surrounding the topic. The goal of the project is for students to engage 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 on substantive directed 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 topic and to develop a persuasive script. They must use and cite supporting resources from reliable sources. The class will view several sample PSAs from around the world to learn about the elements and structure of effective PSAs on the topic of cybersecurity. In a discussion board post they will compare and contrast these campaigns and explore the complex geopolitical issues that arise when using the Internet.

Instructions and Format:
Purpose: The purpose of this project is to develop students' skills in writing for an audience of learners from diverse cultural backgrounds, using technology as both the topic of focus as well as the modality of communication. The purpose of the PSA is to educate USF students about an important cybersecurity issue that affects their lives.

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 such as the USF System Fact Book [http://www.usf.edu/pdfs/usf-facts-2014-15.pdf] and the Infocenter [http://usfweb3.usf.edu/infocenter/?report_category=STU] 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 for this audience based on their beliefs and practices.

Genre: The final product will be a video, but you will use others genres throughout the production process. These include: storyboards, scripts, APA bibliographies, and reflections.

Media/Design: Your PSA must be uploaded to Youtube or Vimeo, so you will have to make sure it is a compatible file type. We will not accept emailed video files. Your video must be in the range of approximately 45 - 60 seconds. This is both more and less time than you might think!

Annotated Bibliography: Locate five sources related to your PSA topic. Sources might include: News articles, scholarly articles, interviews with students/faculty/staff, etc. The only restrictions here are no Wikipedia, About.com, etc.
Write a brief annotation describing the contents of each source. While this is intended as a "thinking document" to get you started on your topic, please use correct APA formatting.

Script: Did you think scripts were just dialogue? Think again! Yes, your script needs to include any dialogue you are going to use, but you also need to describe the major actions in every scene. Note the places where you are likely to use music or special effects. You do not have to follow screenplay format standards, though you may certainly do so if you wish. This is the verbal companion to your visual storyboard.

Storyboards: Using the storyboard template pages (posted on the course website), plan every shot of the PSA. 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 do not worry if none of you can draw more than a stick figure. This is the visual companion to your verbal script. A storyboard for a 30-second PSA should have about 4 or 5 frames. A 30 second PSA averages 75 words.

Video: In a 45 - 60 second (approx.) Public Service Announcement, inform USF undergraduate students about a cybersecurity issue that affects their lives. Video requirements: Your video must have a title and credits. The credits must list any people 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 do not want your PSA appearing in searches, you may set it as unlisted. Do not set your video to private because we will not be able to see it!

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