

#GEA1_PSA Portfolio and Reflection

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.

There are a number of expectations embedded in PSA assignment. For one, students are expected to adequately summarize, synthesize, and critically react to the material covered in class discussions, as well as engage in research on topics that extend beyond the concepts presented in the class. Students are also expected to demonstrate good presentation skills. This applies not only to the structure and logic of their responses, but also to the delivery of that message to create a cohesive, coherent text. Despite the genre, this assignment requires extensive writing and research.

Effective PSAs:

- are short (usually 60 seconds or less)
- present one single issue
- inform the viewer of key, relevant, and accurate facts
- have a clear call to action (usually indicated through text on screen)
- might or might not include people
- might or might not use music
- sometimes use voice-overs
- sometimes use special effects (like black and white)
- might use transitions/editing to enhance the video
- aim to leave a lasting impact (compelling point of view) and proposes a specific action to the audience

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.

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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 for this audience based on their beliefs and practices.

Genre: The final product will be a video, but you will use other 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

It's extremely important for your PSA to be accurate and include up-to-date information. Once you know your topic spend time researching it. You are now an authority on the topic so make sure you back your claims up with credible sources.

You need to locate 5 sources that offer data, facts, and statements that can support 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.

You will 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're 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. See Appendix A: Creating a Script.

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 don't 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. See Appendix B: Storyboard the PSA.

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

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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 recommended solutions to enhance cybersecurity are relevant to your audience based on their beliefs and/or practices. Reference course readings and recent news articles to support your assertions.
- Compare and contrast your PSA with at least one of the global examples presented in the modules. Describe similarities and differences in laws, policies, and cultural perspectives and compare how they affect the way that you framed the issue from the international organization.
- Discuss the sources you identified in your annotated bibliography and explain their relevance to the PSA.
- Share a few anecdotes about the production process. Did anything strange or disastrous happen?

APPENDIX A

CREATING A SCRIPT

What is a script?

A script is the written version of all that is said in a public service announcement. It includes narration (words read to an audience) and dialogue (words read in a conversation between people). The script is one of the most important components that you will create. A good PSA must first and foremost contain valuable information, and no matter how much expertise you have with technology, a poorly written script will not be improved by fancy transitions and other digital effects.

Before you begin searching for images or adding music, you should draft the message you want to convey. The script should stand on its own merits, even if there are no visuals, narration, music, animations, or other components that will eventually add interest to the digital version.

The audience needs to be able to understand the message of your PSA. To make it very clear, follow these guidelines:

- Deliver one core message. Don't overload the viewer with too many different messages. Brainstorm all the possible messages you'd like to get into the public mind, and then decide on the one or two most vital points.
- Make it interesting by using a catch phrase and hooks. A hook can be something funny, it can be catchy music, it can be a shocking statistic, it can be an emotional appeal -- whatever makes the listener or viewer interested enough to watch or listen to the rest of your PSA. **The tag line or catch phrase** is a powerful, concise sentence or phrase that sums up the message in your PSA.
- Get them to Act! It is fairly easy to let people know about an important issue. It is harder to get them to become involved or to act on that issue. Your message must go beyond getting someone's attention and hitting them with a message. An effective PSA will get people to take action!

The content of your script should be carefully drafted to include informative and persuasive information that is based on up-to-date and accurate resources. Before you write your complete script, you will translate your research into statements to share with viewers and then brainstorm taglines.

Although scripts are written, they are meant to be read aloud. As a result, the language in a script must be:

Natural and concise (written so that it can be easily understood)

No one listening can see spelling errors or bad grammar so **write it as you would speak it**; it's not an address or a lecture. The voice-over is not just words, **it's about the way you speak those words. Your voice is unique and its sound is important to the meaning of your PSA.** You are not an announcer. You are not merely performing lines. **You are narrating the PSA as you**

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would tell it to a friend. If you "posh it up" or use a manner of speaking which is not your own, you will spoil it. **Be yourself.**

Well-organized (follows a logical order)

If you are writing a script, you need to make sure that there is a logical order to the information that you present. Your script should follow a sequence that is well-organized, so the listener understands the "story" being told. It is very easy to set off in the right direction and yet never reach your destination. When you get to the end you should be able — as it were — to look back over your shoulder and still see the place you set out from. So, while you are writing, keep asking yourself: "What is my PSA about?" Do not include anything that dilutes the PSA's intention.

Appropriately timed (read at a pace that is not too fast or too slow)

For a PSA of 60 sec, the **script should be about 150 words long**. Be aware, though, that most PSAs benefit from **pauses**, gaps in the voice-over where the **pictures are allowed to carry the narrative by themselves**. It can also be useful to **vary the pace of your delivery — slow bits and fast bits**. The words should be read at a pace that is not too slow (so your listener does not get bored!) or too fast (so your listener does not get confused and lose interest!).

The precise word count is less important than the rhythm with which the words are delivered. There is never any need to describe what the viewer can already see, or *vice versa*. **Think how few words and pictures you need to tell the message, not how many.** It is only necessary to tell us things that we cannot work out for ourselves by looking at the images and, even then, only things which keep the PSA moving on.

Facts, Statistics, Opinions, and Quotations

The most critical elements in any public service announcement are the facts, statistics, opinions, and quotations that you choose to share with viewers. Without convincing content, you'll never be able to convince viewers to feel the same way that you do about your topic.

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

Type of Content	Your Content
<p>Facts/Statistics: When collecting facts and statistics, consider crafting comparisons or cause-and-effect statements.</p> <p>Remember to record the source for all statistics that you gather so that your viewers can check your presentation for accuracy.</p> <p>Facts and statistics will make up the majority of good persuasive presentations.</p>	Sources used:
<p>Opinion Statements: All public service announcements are designed to be persuasive. Persuasion requires content creators to share their opinions.</p> <p>Be sure to use words and phrases connected to the emotion that you're hoping to communicate!</p>	Sources used:
<p>Quotations: Quotations from recognized experts, international superstars, or the people closest to your issue can be particularly persuasive.</p>	Sources used:

Planning Your Tagline:

One of the ways that producers of persuasive PSAs influence viewers is by repeating short, memorable catchphrases throughout their presentations. Influential catchphrases will reinforce the main idea and the emotion that the PSA is hoping to convey. Catchphrases also can be used to convince viewers to take action.

Brainstorm taglines or catch phrases for your presentation. You should draft several options and then select the best:

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 attention and tell a story all at once.

Selecting images IS NOT, however, a quick and easy process! Just like music files and written text, photos are often protected by copyright. To ensure that you are not breaking copyright laws, if you use images that are not your own creation, you must select images from Creative Commons photo-libraries and include links back to the original images found online. The most popular Creative Commons photo-libraries are:

1. Flickr Creative Commons: <http://www.flickr.com/creativecommons/>
2. Wikimedia Creative Commons: http://commons.wikimedia.org/wiki/Main_Page
3. Morguefile: <http://www.morguefile.com>

Use the table below to identify any images that you may want to include in your PSA:

Title of image:	Short description of image:	URL of image: (copy and paste from your web browser)

Find and Download Royalty-Free Music and Sounds

Like images, the music that you choose to include in your public service announcement can communicate powerful emotions and ideas to your viewers. If you carefully select a quality background track, you can reinforce the main idea of your presentation and engage your audience at the same time.

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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 [Creative Commons audio libraries](#) and include links back to the original source found online. These websites provide digital music tracks that may be used in your PSA and shared on the web. Many of these sites provide music under a Creative Commons license where musicians freely share their music for certain non-commercial purposes or place their music in the public domain where it may be used without any restrictions. Some sites let you use music without any restrictions while others require you to include a citation to the music or website where you found it. We suggest that you carefully review the "about" pages where you will find terms of usage for each site to make sure that you follow their guidelines when including music from these sites in your own PSA project.

Jason McCoy's helpful post, [How to Find Free Music for Videos](#) provides a great place to begin your exploration of free music that can be used in your PSA. You may also want to explore the article, [NASA Posts a Huge Library of Space Sounds, And You're Free To Use Them](#) that describes free audio available from NASA posted on the website, [SoundCloud](#).

Use the table below to identify any digital music or sounds that you may want to include in your PSA:

Title of song:	Short description of song:	Name of band and URL of song: (copy and paste from your web browser)

Storyboard the PSA: Part 2

Creating the Storyboard

What is a Storyboard?

A storyboard is a written or graphical representation of all of the elements that will be included in your PSA. All of the individual elements of the PSA, such as images, text, narration, music, transitions, etc. are added to the storyboard and arranged in the chronological order in which they will appear in the PSA. This stage allows you to organize and re-arrange the content for maximum effect.

Storyboarding is a valuable component in the creative process that allows you to organize images and text in a blueprint fashion before the development begins. It allows you to visualize

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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>

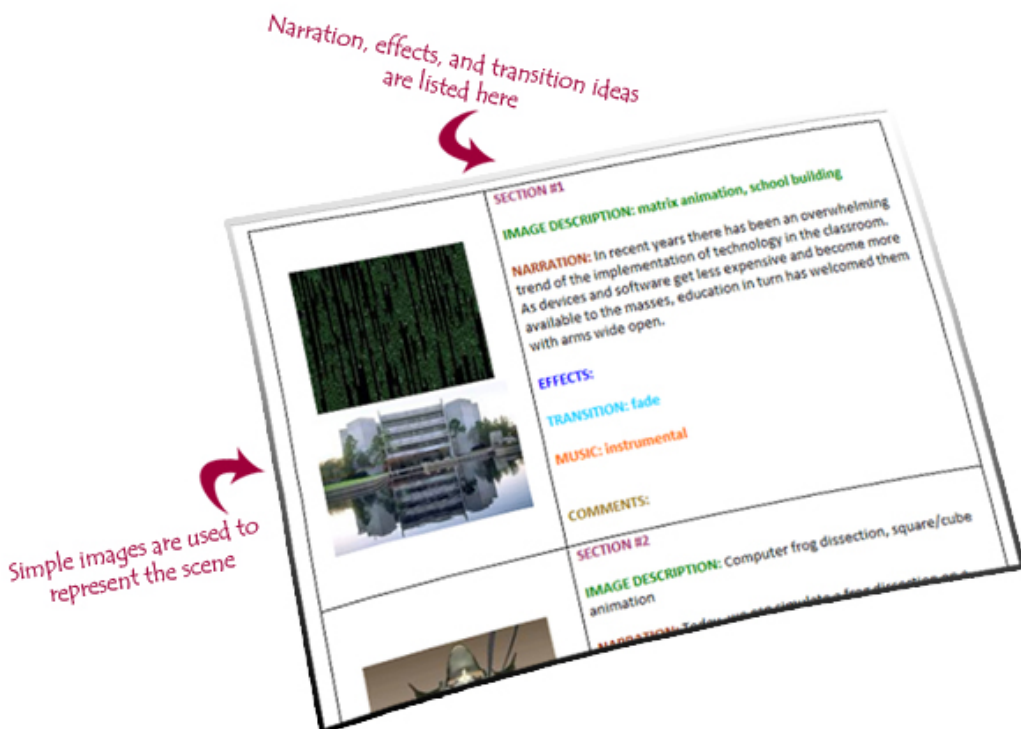
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PowerPoint-storyboard-template.ppt (from the Bio 7 Digital Storytelling Project)

Digital Storytelling Storyboard Template (from Jason Ohler)

http://www.jasonohler.com/pdfs/storyboard_template.pdf

After you download one of the storyboard templates, type or paste in a description of the images that will appear, the sound or narration that will be included, any music that will be playing, and any transitions or special effects that will be used for each frame or scene of your PSA.



You can use thumbnail images of the photos you have taken with a digital camera or downloaded from the web, still image captures from a video, sketches you have hand drawn and scanned, or images you have found on Creative Commons sites to represent the final images that will appear in your PSA.

APPENDIX C: PSA Rubric

	5-4	3-2	1	0
Originality/Creativity (Double points)	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.	The PSA reflects student creativity & the use of some original ideas and imaginative design elements. The message is engaging.	The PSA reflects limited original thinking. The message is somewhat engaging.	The PSA reflects a lack of significant creativity or original thinking. Unoriginal or inappropriate topics and images are included. The message is not engaging.
Script (Double points) (Aligned with AACU Written Communication: Control of Syntax and Mechanics)	Written with clarity and appropriate detail.	Script relatively complete.	Script not detailed enough. Rough outline present.	No script.
Storyboard (Double points)	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.	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.	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.	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.
Social Benefit	The ideas shown have an	Ideas shown have an application to	Ideas shown have limited	Ideas shown have no application to

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<p>(Double points)</p> <p>(Aligned with AACU Written Communication: Context of and Purpose for Writing)</p> <p>(Aligned with AACU Problem Solving: Propose Solutions)</p>	<p>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.</p>	<p>the targeted audience and are likely to motivate change in a meaningful way.</p>	<p>application to the lives of the targeted audience</p>	<p>the targeted audience and/or Limited awareness of the needs and interests of the target audience.</p>
<p>Duration</p>	<p>The PSA length is within 45-60 seconds-- Exclusive of credits w/ names at the end.</p>	<p>The PSA is between 1-2 seconds of the requirement.</p>	<p>The PSA is between 2-5 seconds of the requirement.</p>	<p>The PSA is more than 5 seconds off the requirement.</p>
<p>Tag Line</p>	<p>The message is clear and concise. A single thought or phrase within the PSA summarizes the entire message.</p>	<p>Tag line is evident; there is some continuity and flow.</p>	<p>Tag line is present but is inconsistent or has weak connections to the topic or audience.</p>	<p>No evidence of a tag line</p>
<p>Facts/Statistics</p> <p>(Aligned with AACU Written Communication: Content Development)</p>	<p>The message is based on factually accurate and verifiable information. Opinion or bias expressed is based in and supported by fact. Source information has been verified and documented in script package and in the credits at the end of PSA.</p>	<p>Message is based on factually accurate information but opinion and bias are not supported by fact.</p> <p>Source information has been verified and documented in script package and in the credits at the end of PSA.</p>	<p>Message is based on factually accurate information but has not been verified or documented.</p>	<p>Message is not based on factually accurate information and there is no documentation.</p>
<p>Fair Use</p> <p>(Aligned with AACU Written Communication:</p>	<p>The PSA follows fair use for all music and sound effects that are included. All text</p>	<p>The PSA follows fair use for most music and sound effects that are included. All text</p>	<p>Most PSA is the original work of the student, but some material is used without</p>	<p>The PSA does not follow fair use practices. Text, sound effects and/or music is</p>

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Sources and Evidence)	is the original work of the student or is used with permission/ appropriate citation. Any songs are royalty free and documented in the script and in the PSA or are the student's original creation.	is the original work or is used with permission/ appropriate citation. There are some minor issues with copyright and fair use.	permission/ appropriate citation or in violation of copyright.	used without permission and/or in violation of copyright.
Composition/Design (Aligned with AACU Written Communication: Genre and Disciplinary Conventions)	Message is well organized and very logically structured. Project contains highly memorable images and use of sound, as relevant. The visual and sound elements work well together, are cohesive, and clearly enhance the PSA's appeal.	Message is organized and logically structured. Project contains memorable images and use of sound. The visual and sound elements work together somewhat cohesively and somewhat enhance the PSA's appeal.	Some logical structure is evident. Project contains somewhat memorable visuals and use of sound. Visual and sound elements are loosely tied together.	PSA lacks organization; no evidence of logical structure. Project does not contain memorable visuals or use of sound. Visual elements do not work together; visuals are disjointed. Music does little to enhance the PSA appeal.
Technical Production	Tone and voice convey emotions and enthusiasm. The recording is clear and loud enough to be heard. Grammar and usage were correct (for the dialect chosen) and contributed to clarity. Background sounds and effects blend with the PSA's	Tone and voice frequently convey emotions and enthusiasm. The recording is clear and loud enough to be heard. Grammar and usage were typically correct (for the dialect chosen) and errors did not detract from the PSA. Background sounds and	Tone and voice occasionally convey emotions or enthusiasm. Most of the recording is clear and loud enough to be heard. Grammar and usage were typically correct but errors detracted from the PSA. Background sounds and effects sometimes distract from the	Tone and voice rarely convey emotions or enthusiasm. Recording is unclear and/or not loud enough to be heard. Repeated errors in grammar and usage distracted greatly from the PSA. Background sounds and effects absent or distract from the PSA's message.

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	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. References included to support rationale for your audience selection.	Limited description of intended audience. No references included.	No description of intended audience. No references included.
Reflection: Audience Awareness (Aligned with AACU Written Communication: Context of and Purpose for Writing) (Aligned with AACU Problem Solving: Propose Solutions)	Strong awareness of the intended audience in the selection of the issue you chose and well articulated explanation why you think your topic and recommended solutions to enhance cybersecurity are relevant to your audience based on their beliefs and/or practices. Course readings and recent news	Some awareness of the intended audience in the selection of the issue you chose and clear, supportive rationale why you think your topic and recommended solutions to enhance cybersecurity are relevant to your audience based on their beliefs and/or practices. Course readings and recent news articles	Some awareness of the intended audience in the selection of the issue you chose with weak rationale why you think your topic and recommended solutions to enhance cybersecurity are relevant to your audience based on their beliefs and/or practices. No references to support your assertions.	No clear audience identified, no rationale for message, and/or disconnect between audience and topic of the PSA.

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	articles referenced to support your assertions.	referenced to support your assertions.		
<p>Reflection: Comparison to Global Examples</p> <p>(Aligned with AACU Written Communication: Content Development)</p> <p>(Aligned with AACU Critical Thinking: Influence of Context and Assumptions)</p>	Detailed description of similarities and differences in laws, policies, and cultural perspectives and in-depth comparison of how they affect the way that you framed the issue from the international organization.	Some description of similarities and differences in laws, policies, and cultural perspectives and some comparison of how they affect the way that you framed the issue from the international organization.	Limited comparison to global examples.	No comparison to global examples.
<p>Reflection: Annotated Bibliography</p> <p>(Aligned with AACU Written Communication: Sources and Evidence)</p>	Identify 5 sources that offer data, facts, and statements that specifically support your PSA topic. Write a brief annotation describing the contents of each source. Follows APA conventions carefully.	Identify 4 sources that offer data, facts, and statements that specifically support your PSA topic. Write a brief annotation describing the contents of each source. Occasional minor errors in use of APA conventions.	Identify 3 sources that offer data, facts, and statements that specifically support your PSA topic. Write a brief annotation describing the contents of each source. Frequent minor errors in use of APA conventions.	Identify 2 or less sources. No annotations included. No attempt to follow APA conventions.
<p>Reflection: Production Anecdotes</p>	Reflects honest, thoughtful responses linked to student's own experiences that go beyond just the question prompt. Clear connection of student's experiences to course material.	Reflects somewhat vague but sincere responses to question prompts linked to student's own experiences. Somewhat clear connection of student's experiences to course material.	Reflects vague responses. Unclear connection of student's experiences to course material.	Does not reflect on experiences; connection is irrelevant to course material.