

# PUBLIC SERVICE ANNOUNCEMENT

---

## PROJECT DESCRIPTION:

Merriam-Webster defines a public service announcement as “an announcement made for the good of the people.” For this project, you will create a video with animated text and imagery that will act as a “public service announcement.” Because we are trying to send our message to the public, we will be projecting our videos very large on the side of Knobview Hall from 6-8pm on Wednesday, November 28th. We will be using a very bright projector that will be capable of filling a large portion of the building.

Although the scrolling text will be the main focus of the video, you will also be expected to create background imagery that supports the message. This event will be open to the public, so invite your family and friends! Students will create and disperse signage, create social media events, and we will have catering at the event.

## THINGS TO ASK YOURSELF:

- What message is important to you and that you feel would be for the good of the public? Is it about the environment? the importance of empathy? etc.
- How can the message be told through text and images? Do you cite statistics? use a poem or important quote? etc.
- What messages are appropriate for public consumption? Your message/video will need to be appropriate for all ages, ethnicities, gender identities, and political affiliations.
- What imagery would be appropriate to have in the background to support your message? How will the background imagery interact visually with the text?

## PROJECT REQUIREMENTS:

- video should be between 1-2 minutes
- there will be no audio component of this project
- video needs to be a quicktime or mpeg file
- video needs to include animated text
- video needs to have at least two background images/videos (you will probably need more)
- video must be appropriate for all audiences

## **DUE DATE:**

**MONDAY, November 26th**

## **PROJECTION EVENT:**

**Wednesday, November 28th, 6-8pm**

## TOOLS WE WILL USE:

- ANIMATING TEXT IN ADOBE AFTER EFFECTS
- DSLR VIDEO SHOOTING/PHOTOGRAPHY AS NECESSARY
- EDITING VIDEO IN ADOBE PREMIERE
- PROJECTION MAPPING IN MILLUMIN

## ART THAT WE WILL LOOK AT:

- JENNY HOLZER, <http://projects.jennyholzer.com/projections>
- RAPHAEL LOZANO-HEMMER, <http://www.lozano-hemmer.com/>
- KRYSZTOF WODICKO, <https://art21.org/artist/krzysztof-wodiczko/>