ADV 3662 Interactive Animation
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Project Overview – Online Public Service Announcement (PSA)

Purpose
To exercise a deeper level of critical thinking, research based content development and creative analysis, in the development of a time and motion based advertising campaign geared at informing, educating and inspiring users to 'act.'

Learning Outcomes
Students will gain a deeper understanding of design in an online, interactive environment. Students will explore the potential of interactive design as a means of communication in a time based environment. In-class presentations and discussions will encourage students to critique their work using relevant design terminology.

Problem
Over the course of the semester students will define a well thought out online public service announcement (PSA). Part 1 entails an animated banner ad with a clear 'call to action.' This will lead directly into Part 2, a one page, interactive info-graphic website about the PSA. The two pieces collectively should produce a polished, professional quality persuasive interactive online campaign.

Part 1: Public Service Announcement (PSA)
For part 1 students are asked to research, compose and design an effective PSA about one of the following topics listed below. Students will research the subject, define the target audience and clearly articulate the goals and intentions of the PSA.

- Heart Disease
- Recycling
- Facking
- Road Rage
- Smoking

A good PSA campaign focuses on service to the public. Each of the campaign topics deal with a significant public problem for which a solution/ awareness can be offered through advertising. A good campaign arouses public concern and offers possible solutions. The goal is to create a compelling central message, clearly presented, with a simple call for action.

Technical Skills
Using Adobe Egde Animate to create the PSA banner ad, students are given 5 weeks to complete this project. As part of the project students will explore the professional process of concept development, storyboarding, and final production. (Banner specs will be given next week.)

For more information you may do research about PSA's. These guidelines are from the Ad Council PSA kit and other online sources.

Research subject
Good PSA campaigns are based on research. In a real campaign, it may be delivered over the period of three years in order to measure attitude or behavior change. Research allows for measurable results.

1. **Target Audience**: Whom do you want to speak to? Are there any potential barriers to understanding the message (language)?
2. **Message**: What is the proposed message? What should the person viewing the ad understand?
3. **Action Step**: What is the call to action? What do you want the person to do? What can an individual do in the home or community? How will the action solve the problem?
4. **Significance of Issue to the Public**: What is the proposed issue? Describe the problem and why it is important to the public? Are there any statistics involved which might be useful?
   (You are required to find at least 8 statistical facts.)

Part 1 required components and DUE dates:

Stage 1 Research
DUE: Monday 9.23
Turn in a written description of the PSA, answering the questions 1-4 above, plus any other information and research about the issue, population, or the organization the PSA addresses or serves. You may also describe what the PSA will look like, and can make references to the look of other media.

Stage 2 Inspiration and Creative Brainstorming
DUE: Monday 9.30
Story-board and script sketch. A storyboard is a visualization in drawing of the different shots (shot sketches) in the order they will appear in the finished work, and includes compositional information (close up, pan, wide shot, etc.). Your drawings can be very simple-stick figures even. You will be presenting these to the class for feedback.

Stage 3 Design and Content Development
DUE: Monday 10.7
Static, realized design comp of your storyboard. This should basically be the finalized PSA designed statically, and should include all visual components of your ad as well as the finalized text.
You will be presenting these to the class for feedback.

Stage 4 Technical Design, Animation and Final Implementation
MID TERM DUE: Monday 10.21
Final animated PSA and HTML – coded and posted online.