

3.01 Public Service Announcement: Guided Practice

Directions: Use the steps below to guide you through this editing exercise. All assets to complete this project are provided in the curriculum. The sequence below is just a suggested series of steps, which should work well with available software programs.

1. Create a new project and save it as (Last Name)PSAGuided.
2. Import the still images to be used for the project: BlackScreen.jpg and Poverty1.jpg through Poverty9.jpg.
3. Ensure you are in timeline view and drag the BlackScreen image to the beginning of the video timeline. Follow the BlackScreen image on the timeline, place Poverty1 through Poverty9 sequentially. The images can be placed one at a time or by using Ctrl + click to select and place them all at once.
4. Import the audio file, SadViolinMusic.mp3, and drag it to the beginning of the audio/music track on the timeline.
5. Move to the BlackScreen clip and insert a title after the clip titled, "Poverty in America" ("POVERTY" on first line and "in America" on the second line. Format the title appropriately. Black background with large white text is recommended.
6. Insert a title between the Poverty2 and Poverty3 images with the text, "In 2012, nearly 50 million Americans lived below the poverty line." Format the title appropriately.
7. Insert a title between the Poverty4 and Poverty5 images with the text, "In 2012, 49 million Americans, 16 million of which were children, lived in food-insecure households."
8. Insert a title between the Poverty6 and Poverty7 images with the text, "In 2012, almost 60% of food-insecure households participated in at least one of the three major Federal food assistance programs."
9. Insert transitions between each of the existing clips on the timeline. Fade is recommended.
10. At this point, before inserting the video clips, demonstrate to the students how to change the duration of the current clips to synch up with the audio by adjust clip length. Using the spacebar to pause and start the video works well when adjusting clip length.
11. Insert the ActionCall1 to ActionCall6 video clips and insert them sequentially after the last clip on the timeline. Apply transitions and adjust clip length if needed to synch with the audio. Fade the audio during the Call to Action segment to allow individual voices to be heard. You may need to use available audio software to adjust the audio if your video software does not offer this feature.
12. Create an ending slide with a fade transition and adjust the clip length with the following information on it:
Line One: Help End Poverty in America
Line Two: For More Information
Line Three: Call 1-800-No Hunger
Line Four: or visit: www.endpovertyUSA.org
13. Save the project.
14. Show the students how to add video effects to the clips in the project, such as Film Age, Old or Sepia. Save the project as (LastName)PSAGuidedEffect.
15. Publish each version of the project.