

## **Multimedia Graphics & Animation**

### **Assignment # 3 – PSA / Explainer video**

Due date: **3/7/19** (at the beginning of class).

Format: You will hand in a MP4 file of the finished video. Your name (full or last) should be included in the file name.

Pick one of the following:

1. PSA: Create a 25-30 second non-profit advertisement, using photos/illustrations, sound, text, and animation. The use of video is optional.
2. Explainer: Create a 30-45 second animation that explains a concept (such as changing a tire) using photos/illustrations, sound, text and animation. The use of video is optional.

**Prior to starting the animation/editing process, you will create a storyboard of the PSA or Explainer video, outlining the concept - so that anyone can visualize what you are attempting to create. The due date for this storyboard is February 21<sup>st</sup>.**

Notes:

1. The project should have a beginning, middle, and end. Introduce the subject, convey your message, and make sure your audience understands the purpose, as well as the product/service/concept being advertised/explained. End with a *call to action*: a company or organization logo, as well as a website link or phone #.
2. Define your target audience.
3. The video can be serious, funny, and even a parody.
4. In addition to handing in an MP4, I will need to see the project (aep) file(s).