PSA Production Critique

2 = Totally Awesome!
1 = Definite Strength

STRENGTHS

1. Good concept: Creative choice of material for making an effective and entertaining PSA spot.
2. PSA spot makes a concise, salient, easily-understood point to the target audience. (Accomplishes objective).
3. Creative stage design, art direction, and costing contributed to high "production value".
4. Good casting enhanced the production. (You chose the right actors for the parts).
5. Good narration. Professional tonal quality and delivery of narrator enhanced the PSA.
6. Well-organized, practical script for student production crew capabilities and class time limitations.
7. Well-paced script makes its point efficiently without "slow" parts or rushed parts.
8. Good picture quality - lighting, exposure, color balance give footage a professional look. (Looks like real TV).
9. Good shot composition and staging - framing/design of shots reflect professional expertise and aesthetic taste.
10. Variety of shots - use of different camera angles (low, overhead) and shots (XCU, CU, OS, LS) kept it interesting.
11. Camera movement (zooms, pans, tilts, rack focus) were fluid, steady, and appropriate in enhancing the PSA.
12. Well-timed cuts and fluid continuity make the editing virtually unnoticeable to the audience. (Seamless edits).
13. Maintenance of consistent proc amp settings (luminance, pedestal, tint, chroma) kept shots properly matched.
14. High-quality audio with clear, clean dialogue and narration throughout the spot. (No hum or hiss).
15. Consistent and optimum audio levels maintained throughout the spot. (No pegs or dips).
16. Balanced mix between audio tracks. (One audio channel doesn’t overpower or mask the other channel).
17. Seamless transitions in audio track intros and exits. (No abrupt jumps or voids).
18. Appropriate choice of music enhanced and supported the intended mood or tone of the drama.
19. Chyron titles were legible, easily readable, and aesthetically designed to render a professional look.
20. Efficient use of location shoots and post production facilities to complete this spot. (Cost and time effective).
21. Well-written, detailed, pertinent project report which reflects thorough, astute observations and evaluation.

WEAKNESSES

2 = Major Problem!
1 = Definite Weakness

22. The PSA spot generally lacks entertainment value to keep audience interest. (Tends to be boring).
23. Overall, the PSA does not make its point effectively. (Falls short of intended effect and objective).
24. Sets, locations, props, and costumes lacked production value. (Minimal effort reflected in art direction).
25. Bad casting - actors were not professional or believable. (Minimal effort in casting reflected).
26. Bad narration. Narrator’s tonal quality or delivery was not professional sounding. (Poor casting reflected).
27. Project was too simple for a PSA production in this class. (Not challenging enough).
28. Project was too ambitious for student production crews and class time limitations. (Too challenging).
29. Concept was not developed adequately to effectively deliver the message of the PSA. (Underdeveloped).
30. Lighting was flat, dull, and amateurish in some scenes. (Minimal lighting effort reflected).
31. Not enough variety of camera angles. Too much of the same type of predictable shots. (Predictable and boring).
32. Overexposed, out-of-focus, or improper color-balanced footage looked unprofessional. (Technically bad video).
33. Staging and shot composition lacked creativity. Violation of 180 Rule causes viewer perspective problems.
34. Camera movements (zooms, pans, tilts) were unsteady or poorly paced. (Distracting, rather than enhancing).
35. Continuity problems and "jump cuts" were distracting and unprofessional looking. (Bad continuity).
36. Shot selection was inappropriate (out of place) at times. (Awkward - did not fit the continuity of the scene).
37. Some shots were too long without a cut to another angle. (Bad pacing - no interspersing).
38. Inconsistent proc amp levels (luminance, pedestal, tint, chroma) were noticeable and distracting.
39. Poor audio quality - dialogue or narration tracks were noisy and difficult to understand. (Weak or noisy).
40. Inconsistent audio levels were distracting. (Lack of riding gain reflected).
41. Bad mix - underlying ambient or music tracks tended to overpower or mask the dialogue or narration.
42. Guillotine edits caused abrupt jumps or voids. (Lack of "sneak fading" reflected).
43. Inappropriate choice of music in some scenes did not support or enhance the PSA. (Wrong type of music).
44. Chyron titles were simplistic, poorly designed, or out-of-place in the PSA. (Minimal effort reflected).
45. Chyron titles had legibility or readability problems which cause difficulties for the audience.
46. PSA overall reflects a general lack of effort on the producer’s part to create a professional, effective PSA spot.
47. Major grammatical, spelling, (hopefully typos) and punctuation problems in project report. (Sloppy report).
48. Project evaluation lacked depth and pertinent observations. (Minimal, superficial effort reflected).