PSA Project Report

When submitting the master tape of your PSA for final evaluation, you must also submit a PSA Project Report typed in this format in order to receive a grade for the production. The quality of your report is crucial to the final grade assigned to you for the production project. As such, 1) following the directions as listed on this sheet; 2) using proper grammar and spelling; and 3) providing pertinent, detailed, accurate, and honest evaluation of your work are important criteria that will significantly affect the grade assigned to you for this production. Therefore, please take your report and its presentation very seriously!

1. **PROJECT DEVELOPMENT** - list the dates, times, and hours you spent researching and developing the idea/topic/concept of this PSA into a viable public service message.  
   {Total Hours}

2. **SCRIPT WRITING** - list the dates, times, and hours for your involvement in the development of the PSA's message, narration/dialogue writing, and shot selection.  
   {Total Hours}

3. **PRE-PRODUCTION** - list the dates, times, and hours you spent contributing to the pre-production arrangements of this production. This would include: 1) **casting** (talent selection, auditioning, and rehearsals); 2) **unit manager** (location scouting and clearances; equipment, crew, food, and transportation arrangements); 3) **art director** (selection of sets, props, stage design, costuming, or make-up).  
   {Total Hours}

4. **PRODUCTION** - list the date, time span, hours, and crew of each location shoot for this project along with crew position each of you performed on the shoot such as director, camera, director of photography (lighting), audio/VTR, boom, or grip.  
   {Total Hours}

5. **POST PRODUCTION** - list the dates, times, and hours you performed the following post production activities:  
   {Total Hours}
   
   A) Window Dubbing  
   B) Tape Logging/Edit Decision List (EDL) shot selection  
   C) Narration Recording  
   D) Music/Sound Effects Selection  
   E) Transferring Narration/Music/Sound Effects to Video Tape  
   F) Chyron Titling and Graphics Production  
   G) Original Music Recording/Audio Sweetening/ADR/Foley  

6. **ON-LINE EDITING** - list the date, time span, and hours of each on-line editing session you needed for the completion of the PSA project.  
   {Total Hours}

7. **BUDGET** - itemize all of your financial expenditures for completing this project. This should include individual listings for: 1) Video Tape; 2) Actor/Narrator/Musician fees; 3) Equipment Rental; 4) Postage and Telephone; 5) Food, Lodging, and Transportation; 6) Misc. Materials or Fees. Make sure that you provide a total for all expenses of the production.  
   {Total Cost}

8. **YOUR GRADE** - Provide a detailed evaluation of the: 1) **production value**; 2) creativity/originality aspect; and 3) overall effectiveness of your PSA when compared to past and current PSA projects in the class. Discuss what grade you believe you deserve based on the strengths and weaknesses of your PSA. Try to be honest and realistic in the evaluation of your production.