

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 costuming 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 with no "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 clean, clear 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 jolts 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.

2 = *Major Problem !*

1 = *Definite Weakness*

WEAKNESSES

- ___ 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 its 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 up 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 jolts 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*).