

2018 Eco-Meet Optional Project

Introduction

As people continue to pursue progress, strive for a higher standard of living, and meet the needs of an increasing population, decisions are constantly being made concerning the use, conservation and preservation of natural resources in our area. People need to be accurately informed about natural resources in order to make decisions that maximize positive effects and minimize negative impact on the environment.

General Assignment

Each team is to use words, images and explanations to create a public service announcement (PSA) on the general topic of "Conservation of a local natural resource". The natural resource you choose should be one that is in need of conservation/attention in the Central Savannah River Area. Your PSA should address a specific audience with accurate information in order to impact the thinking and/or actions of the audience. Points will be awarded for the planning and organizational components of the project in addition to the points for the final video. The optional project will be used as a **tie-breaker** if needed.

Project Components

There are 4 project components: narrative, storyboard, video and documentation. A team may decide to submit their project even if all four components are not completed.

1. **Narrative** - Write a brief narrative describing your PSA which answers the following questions:
 - Message - What is the conservation issue to be addressed and why is it important?
 - Target – Who do I want to reach?
 - Purpose - What do I want the audience to understand or do?
2. **Storyboard** - Create a storyboard which maps out the steps required to produce the PSA. A good story board will include sketches of the action along with narrative/dialogue and stage directions. It would allow anyone to be able to replicate the PSA.
3. **Video** - Using the storyboard, produce a video 30 to 60 seconds in length. The video should be submitted on a labeled thumb drive on the date of the competition along with the narrative and storyboard. Video format for the PSA should be MP4.
4. **Documentation** - Include a page (or pages) documenting research resources and acknowledging any help obtained outside the group.

All materials should be submitted together and be clearly labeled with the school, team name, and names of team members.

Helpful Resources

Some elements and ideas from the following links have been used in the development of the competition rubric and content. Links may prove helpful in explaining PSA's and aid in the process of

developing a quality PSA. (Links to sites do not represent an agreement with or endorsement of all of the elements of a given site. Instructor review of linked sites is recommended.)

Linked sites are only for information on PSA's. Student research of their conservation topics should go beyond these sites.

ASPA format is recommended for documentation.*

http://creativeeducator.tech4learning.com/v08/lessons/Dont_Let_The_Earth_Down

<http://www.scholastic.com/browse/lessonplan.jsp?id=1504>

http://agadventures.weebly.com/uploads/9/3/6/9/9369630/publicserviceannouncement_scriptingtemplate.pdf

http://mrscullen.com/images/dm_imoviepsa.pdf (This one contains and excellent example of a story board and story board template.)

***ASPA Format**

<http://www.library.tamu.edu/help/help-yourself/citing-sources/files/Using%20APSA%20Format.pdf>