

PSA PRODUCTION GUIDE

HOW TO CREATE A PSA

HOW TO CREATE A STORY BOARD

FREE VIDEO EDITING SOFTWARE

HOW TO CREATE A PSA

1. Choose your topic. Pick a subject that is important to you, as well as one you can visualize. Keep your focus narrow and to the point. More than one idea confuses your audience, so have one main idea per PSA.
2. Time for some research - you need to know your stuff! Try to get the most current and up to date facts on your topic. Statistics and references can add to a PSA. You want to be convincing and accurate.
3. Consider your audience. Consider your target audience's needs, preferences, as well as the things that might turn them off. They are the ones you want to rally to action. The action suggested by the PSA can be spelled out or implied in your PSA, just make sure that message is clear.
4. Grab your audience's attention. You might use visual effects, an emotional response, humor, or surprise to catch your target audience.
5. Create a script and keep your script to a few simple statements. A 30-second PSA will typically require about 5 to 7 concise assertions. Highlight the major and minor points that you want to make. Be sure the information presented in the PSA is based on up-to-date, accurate research, findings and/or data.
6. Storyboard your script.
7. Film your footage and edit your PSA.
8. Find your audience and get their reaction. How do they respond and is it in the way you expected? Your goal is to call your audience to action. Are they inspired?

HOW TO CREATE A STORYBOARD

A story board is a visual aid that helps you share and explain your vision for your video with others. When you have a storyboard, you can show people *exactly* how your video is going to be mapped out and what it will look like. This makes it infinitely easier for other people to understand your idea.

When you storyboard a video you are **setting up a plan for production**, including all the shots you'll need, the order that they'll be laid out, and how the visuals will interact with the script.

The storyboard is a **starting point** around which you can plan your film material. This helps you piece together the video according to your vision.

Creating a storyboard:

1) Create blank slides

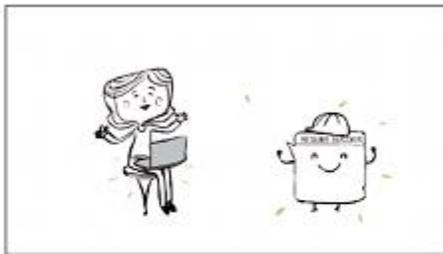
The first step in creating a storyboard is to draw a series of squares on a piece of paper (you can also find tons of printable storyboard [templates on Google](#)).

Think of these squares as the video frame. In each square a different shot or scene will take place. You can sketch the scenes by hand, create them on a computer or even take photographs. **Make sure to leave space** to write notes and lines from the script beneath or next to each frame.

2) Add your script

Beneath each picture, write the lines from the script that will be spoken in that scene and jot down some notes about what is happening.

Your storyboard should read like a comic book, so readers (coworkers, clients, etc.) can get a sense of exactly what will happen in your video.



Our Resume Builder makes it easy to do it yourself,

A stool appears beneath Joan and she sits with her lap top. Mr. Resume Builder appears,



providing professionally designed templates,

Mr. Resume Builder offers some template options to Joan

[Image Credit](#)

Read more about [scripting for short videos](#).

3) Sketch your story

Next, you should sketch how each scene will look visually. Note that your storyboard **doesn't have to be incredibly detailed** — you don't have to draw in *all* of the props or even use color. (*Hint: You don't have to be great at drawing either. Bad drawings are far better than no drawings at all.*)

Just provide enough visual detail to give an impression of what is happening, which characters are in the scene and what the general framing will look like. The script and notes will help fill in the rest of the details.

You can also make notes about camera angles and movement, transitions between shots and other details that will come in handy during production and post production.

Helpful Tips to Keep in Mind

Here are some tips that can help you as you storyboard your video:

- **Show, don't tell.** Use the storyboard as a litmus test to determine if your story is truly being visualized.
- **Be cinematic.** Does your video do things that movies do? Do people, places and things move or stand still? Does the camera move? Keep these factors in mind and bring them all together to create a cinematic video.
- **Make sure it's logical and coherent.** You're creating a story, so the video should look visually consistent from beginning to end
- **Pick a theme.** If you want to create a video infographic, add relevant charts and graphs. Want to highlight a customer pain point, show a character on screen and take them through a journey.

Here's a great example of a character-based video that was planned to perfection:

- **Include all relevant details.** Break up your script into smaller chunks and make note of important information:
 - What is the setting or background for the scene?
 - Is there a character on screen? If so, what action is the character performing?
 - What props are in the scene? *This should fit in with the context of the background/setting you're using*
 - Will any text appear on screen? What is the size, color, and position of the text?
 - What message are you trying to deliver?

FREE VIDEO EDITING SOFTWARE

01. VSDC

Platform: Windows | **Key features:** Supports wide range of file formats, built-in DVD burner, chart tool, video stabiliser | **Good for:** Presentations

Plenty of special effects

Chart tool

Video stabiliser

Large range of output formats

Works well with GoPro footage

Instagram filters

More suited to presentations

02. Shotcut

Platform: Windows, Linux, Mac | **Key features:** Support for wide range of formats; comprehensive video and audio editing; supports 4K resolutions; uses FFmpeg | **Good for:** Basic video editing

Lots of filters and effects

Customizable, intuitive interface

Great file format support

03. Apple iMovie

Platform: Mac | **Key features:** Supports 4K resolutions; effects and filters | **Good for:** Basic video editing

Easy to make something that looks effective

Great for audio

Already on your computer

Mac only

Resources:

<https://www.govtech.com/education/news/How-to-Create-the-Perfect-Public-Service-Announcement.html>

<https://www.vyond.com/resources/what-is-a-storyboard-and-why-do-you-need-one/>

<https://www.creativebloq.com/features/best-video-editing-software-for-designers/2>