

The Art and Science of Digital Imaging

CS 197, spring 2005

Project three: "Multiculti PSA"

The goal of this project is to create a short (recommended length 30-60 seconds) public service announcement (PSA) using a time-based image compositing system such as *Adobe After Effects*. In the spirit of Hampshire's Multiple Cultural Perspectives requirement, your PSA should communicate to the viewer something about a culture, a concept, or an ideology that is underrepresented in today's western world.

You probably (hopefully!) don't already know what your PSA will be about. Don't worry, there are plenty of topics to choose from. I recommend perusing non-commercial information sources such as projectcensored.org, indymedia.org, and alternet.org. There is much to learn in the library as well - you could talk to our reference librarian Stephanie Brown (sbrown@hampshire.edu) about the project, or flip through books and magazines on your own.

There's nothing worse than a PSA that tries to communicate too much in a short amount of time. I encourage you to choose a small but meaningful amount of information to convey.

Requirements (please contact me if you have questions):

- There must be **animation** in your PSA. Remember that you can animate the position, opacity, orientation, scale, and other aspects of every element in your composition.
- You must use at least **4 different images**.
- You must use either a **voiceover** or **text** (or both).
- You must use a resolution of **320 x 240** and **15 fps**.
- You **MUST** use **Sorenson Video 3** compression (best quality). No other codec will be accepted.

PART ONE due by Tuesday, March 29th at the beginning of class

Hand in the TYPED script of your PSA with a bibliography (standard format) of your reference sources. The script must contain the actual text that we will either see or hear. You must write the voiceover/text yourself. It is critical that you **read the text aloud** and make sure that it can fit into a short PSA!

Include your **email address** with your script so I can approve or reject it promptly. Your script **must** be approved by me before you can move on to producing the PSA proper. Note that you can hand in the script any time **BEFORE** the 29th if you want to get approval sooner.

"I couldn't think of something," is an **unacceptable** excuse for not handing in a script. Seriously. You have a week with no other assignments due for this class to find and research your topic.

If you are ahead of the game and want to describe the visual action in your script please feel free to do so (i.e., the images we will see and how they might be animating).

PART TWO due Thursday, April 7th at the beginning of class

Hand in your final project as a rendered QuickTime movie to the standard place on the Course Storage disk. Make sure your movie plays properly on the Macs in the classroom **BEFORE** class, especially if you are a PC user. Please don't use class time to download your movie: either download it before class or bring it in on a Zip disk/CD.

NOTE

The spatial resolution of your PSA will be 320 x 240 or 76,800 pixels. Using a bit depth of 1 byte per channel, and using 3 channels for color means that each uncompressed **frame** of your PSA will take up 230,000 bytes! You will not be able to play 30 frames per second (approx. 3.5Mb per second) in real time unless the file is on the hard disk of the computer you're sitting at. Don't try to play it from a CD or Zip disk.