

PSA project: Assignment prompt + details

Components:

- Project proposal (10%), 1-2 double-spaced pages. **Due Thursday, 11/18 by 11:59pm.**
- Public Service Announcement (10%), 60-120 seconds of video **or** a tri-fold brochure or series of ads/posters. **Due by class on Tuesday, 12/7.**
- Letter to the Autism Society of Central Ohio (5%). **Due by class on Tuesday, 12/7.**
- Presentation (5%). **To take place on Tuesday, 12/7.**

Description:

This project offers an opportunity to translate your growing understanding of autism/autistic discourses from criticism into practice and to share your work with the local community. In small groups, you will propose, compose, analyze, and present a PSA of your own creation and then share your project with both the class and the Central Ohio chapter of the Autism Society. This will be your opportunity to author autism, as it were, in your own way, and to create something of benefit to the Columbus community.

Please take note: You are expected to demonstrate the utmost professionalism with this project. We are giving your PSAs, and letters, to a community organization. As such, typos, grammar mistakes, and last-minute or late work **will** negatively impact your grade.

You will have at least two full class periods and two half class periods available to you, during which time you can engage in peer review of your drafts, or show me drafts of your work. Use this time wisely! Make your project as polished as you can make it!

The proposal (10%)

Due: Thursday, 11/18 by 11:59pm

Format: Upload a Word document to the Carmen dropbox

Length: 1-2 double-spaced pages

The length of your PSAs may *seem* short (e.g., fewer than 2 minutes and/or a tri-fold brochure), but in reality, developing a quality video or poster takes time, effort, teamwork, and, well, obsession! There are also quite a few details that you need to consider before you delve into actual production.

The proposal is meant as a guide that will be far more helpful to *you* than it is to me. First, I want to make sure that you've got a viable project—that is, I want to make sure that you haven't bitten off more than you can chew. But most importantly, I want each of you to really consider the **scope and purpose of your project, who your project is primarily**

meant for, and how you plan to accomplish these goals within the next few weeks. So, really, consider this proposal a “roadmap” of your final project.

Your proposal should be written in a memo format. It should be addressed to me, and it should also include the names of everyone in the group. Additionally, you may use subject headings to separate sections of your proposal. (Example below.)

Date:	11/18/10
To:	Prof. Yergeau
From:	I. M. Student, Bob the Builder, and Spongebob Squarepants
Subject:	Public Service Announcement proposal

Description of the form and purpose of your PSA.

Your goals as a group.

A vision of the key elements.

A timeline for production.

One person from your group will need to upload a **collaboratively written**, single-spaced, 1- to 2-page proposal to Carmen by 11:59pm on Thursday, 11/18. Your proposal should give me a clear idea of the scope and frame of your final project as you currently see it. The document should include:

- **A description of your PSA**—the **form** it will take (e.g., 2-minute video, three 30-second videos, a tri-fold brochure, a poster ad campaign), as well as its primary **purpose** (e.g., to educate young children, to dispel myths new teachers might have, to provide a face to autism) and its **target audience(s)** (e.g., parents of autistic children, autistic people, social workers).
- **Your goals as a group**—what you hope to accomplish with this project, what you hope others will learn from your work, and what you all hope to learn in the process.
- **A vision of the key elements involved** (e.g., film scenes, poster components/sections/ drawings, new interviewees, etc.).
- **A specific timeline for production.** Include both in- and out-of-class work in this section. How will you use the class periods that are designated as “studio” sessions? Will you gather any new materials, such as photos or audio tracks? If so, when? When will you draft/edit? When will you prepare your group presentation and your letter to the Autism Society?

If you're at all unsure about what, exactly, your project should look like, please talk with me during your proposal-writing stage and we'll discuss what is appropriate.

The public service announcement (10%)

Your public service announcement can take the following forms:

- A one- to two-minute video.
- A series of 30-second videos.
- A trifold brochure.
- A series of posters (as in, an ad campaign of sorts).

If you have another idea that isn't on this list, please talk with me. I'm certainly open to other forms and media for this project.

As you create your PSA, however, please keep the following in mind:

- You will be donating this project to the Autism Society of Central Ohio, and it's very possible that Aspirations Ohio *and* other Autism Society chapters will use these as well. This means that you need to pay careful attention to your projects and demonstrate professionalism.
- Proofread, proofread, proofread!
- Make sure that your message is clear and appropriate to your audience. I will be allotting time for cross-group peer review—so please take advantage of this opportunity. It can be difficult to make a short, profound message—and to make that short, profound message both rhetorically effective and clear.
- Save early, and save often. Remember: technological failures are not a question of *if*, but a question of *when*.
- **Accessibility.** If you create a video, I will ask that you submit a text transcript, in Word, with your project. If you create a poster or trifold, I will ask that you submit a brief written description of any visuals (e.g., photos, graphs) included in your project. **Disabled individuals will be encountering your projects; please design your work with them in mind.**

Format:

- Submit video files to me in one of the following formats: **wmv, mpg, mp4, or mov.**
- Submit other visual projects in one of the following formats: **pdf or jpg.**
- Submit transcripts or descriptions in one of the following formats: **doc, rtf, or txt.**

You can burn your files to DVD or CD-ROM; you can also copy them to our class hard drive. We'll discuss this more as the time gets closer.

Letter to the Autism Society (5%) and class presentation (5%)

At the end of the quarter, we will hand over your PSA projects to the Autism Society of Central Ohio (ASCO). Additionally, members of ASCO will be present for your final presentations on 12/7.

Your PSAs have not been created in a vacuum. Indeed, your PSAs are a telling reflection of what you've learned from this class, as well as what you want others to learn about autism and representation. Your PSAs are a profound statement on what it means to author autism.

For this portion of your final project, you and your groupmates will collaborate on a 1- to 2-paged, single-spaced letter to Angela Denny, President of the Autism Society of Central Ohio. Your letter should:

- **Follow stylistic conventions appropriate to formal letter writing.** Include the date, ASCO's address, a salutation, and a signature. (See the next page for a letter template.)
- **Introduce yourselves as students in English 275.** You might also touch on your own interests in the course topic (e.g., mention that you're a sibling, or an education major, or someone looking to fulfill a GEC requirement).
- **Indicate that you're donating a PSA for ASCO's public use.** You should reference the format that your PSA has taken (including your transcripts/text descriptions). You might even describe why your PSA project has taken this particular form or medium.
- **Detail what it is you mean to accomplish with this PSA, as well as why you think it will be of use to ASCO.** Here you should describe your PSA's purpose and its primary and secondary audiences. Let ASCO know what your goals are with this project.
- **Share what you've learned about autism while creating this project and/or what you've learned about autism throughout the quarter.** This is your opportunity to reflect on what autism has come to mean to you, to describe any shifts in your thinking that might have taken place. Here you might also mention what you gained from the panel discussion on October 28.
- **Conclude by thanking ASCO for its work in the local community.** Let ASCO know that you appreciate their work, that you've learned something valuable.

Format: Please turn in 1) a digital copy of your group's letter via the Carmen dropbox, and 2) a signed hardcopy of your group's letter.

Group presentation: On Tuesday, 12/7, your group will be responsible for delivering a 5- to 7-minute presentation, during which you will share your PSAs with the class. In addition to showcasing your projects, address the points that you made in your letter to ASCO: What were your goals with this project? Who do you hope it will reach, and what do you hope people will gain from it? What have you learned about authoring autism?

Sample letter template

December 7, 2010

Dr. Angela Suell Denny
Central Ohio Chapter - Autism Society of America
c/o 286 Weydon Rd.
Worthington, OH 43085

Dear Dr. Denny:

Introduce yourselves.

Indicate you're donating a PSA. Describe your PSA's purpose, goals, and intended audience(s).

Share what you've learned about autism.

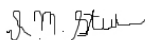
Thank ASCO for their time and work.

Sincerely,



Bob the Builder

Spongebob Squarepants
Spongebob Squarepants



I.M. Student

Enclosures: Video public service announcement, text transcript