

Chrystian Ulrich & Kyle Sorkness
TV Production
PSA
Production Comments

Preproduction

In our preproduction for these public service announcements, we had to, first and foremost, decide on the issue we wanted to address with them. We initially thought of doing one on winterizing a vehicle, but when reminded that the college is focusing on recycling this year, we decided to go with a recycling theme. We knew we had to make a thirty second and a sixty second PSA, and we decided to make them both about recycling. Knowing that we would end up having to film over the weekend, we needed to find a public place that we be open for us to use. When we learned that the college would be closed, someone suggested that we use the mall.

Production

Production went fairly smoothly this time around. We filmed all of our shots in the same location in the mall where there weren't too many people around. The lighting was decent and our sound was pretty good for not having a lapel microphone. Unfortunately, we had to use one of our personal tripods and we forgot to bring the camera foot along, so we had to simply set the camera with its wrong-sized foot into the tripod and strap it on so it wouldn't fall. The camera work was interesting because we didn't have anyone to man it; we simply set up the shots, hit record, watched to see how it looked afterward, and either decided to keep it or reframe it and do it again. The puppetry involved in the sixty second PSA was interesting because the puppeteer had no monitor and couldn't even look at the puppet itself as he had to be behind the garbage can to be out of the shot. Again, production went pretty well.

Postproduction

Postproduction, although again time-consuming, also went fairly smoothly. We did a nice job of ordering our shot sequence and so editing the clips together was pretty easy. The titles and the narration took some time to do. We found royalty-free music to use in the background of the sixty second PSA, while we felt that the thirty second didn't need any.