

Final Project Proposal

Title: Public Service Announcement — Get Off Your Phones & Go Out and Play!

The video I am looking to create is one that is reflective of today's behavioral, social and psychological society. In these times, millions upon millions of people have their eyes glued to their smartphones (and other devices), which has redefined the way people engage in daily lives. Especially within the youth, gone are the days where being active or engaging in outdoor activities simply meant just turning off video games and the TV. With the ubiquitous presence of smartphones and tablets, users of these can stay at home or at a fixed location indefinitely (so that they may be plugged to an outlet) to play games, go on social media or surf the web.

My aim is to emulate the style of a typical public service announcement (which was a fixture on television in the 1970s thru the early 2000s) in which I tell somewhat of a (non-dialogue) story, highlighting the stark contrast in between those who use their devices vs. the environment of being outdoors. Specifically, I want to focus on tone, both musically and visually. To accomplish this, I will both film and use recorded footage of scenes that show these two settings. For the footage showing the individuals using their devices, I plan on using grayscale colors through a montage-styled sequence of various places/postures/types of people using their phones, tablets, etc. Interspersed between the montage would be shots of the outdoors (forest, lake, playground). While I haven't yet settled on music, I plan on using either a dreary or "mockingly fitting" motif for the montage portion and outdoor ambience for the interspersed shots. My goal for doing this is to evoke the feeling of isolation and addiction vs. liberation and fun in the two worlds I create.

Given that PSAs are generally not too long and are on the point, I don't plan on using voice over (though I still could) or too much "flashy" effects; I will stick to text and utilize some visual techniques, such as the zoom and blur transitions to help with accentuating the tone of the montage. Two things I look forward to doing in After Effects are dynamic text (or text that fades in and out during the video) and video grids (rows and columns of smaller-sized windows with each containing a person using their device). I plan to use these techniques to help with conveying my message as engagingly as I can.