

## A SIMPLE APPROACH TO HERO-BASED STORYTELLING

### DECONSTRUCTING EFFECTIVE PSA VIDEOS

#### MY HERO International Film Festival Winners

A PSA is a Public Service Announcement and is designed to influence the viewer to take action for a specific cause. View the following winning PSA's and notice the techniques used by the filmmakers to tell their stories. Pay attention to the variety of shots, the use of text and graphics to help tell the story and the numerous approaches to creating a PSA. We have selected three effective PSA's – two made by students and one by professionals. This lesson is designed to help you take apart the short videos and analyse what makes them effective.

In this selection of content we have noted the varying approaches to audio after the link for each video. These pages include screenshots for reference and discussion.

We suggest watching the videos more than once and taking notes on what works and what doesn't work. A final video is a combination of images and sounds to tell a story. This assignment is designed to help the student de-construct the videos – analyse the effective use of lighting, camera angles, camera composition, voice over narration, on-screen dialogue, music, ambient sound, graphics, text, and directing actors in the scene.



#### ***Homeless Teen***

Directed by: Muhammed Aly, Zoe Redlich, Eva Suissa, Rene Servin, and Sasha Vogel

TRT 1:16

Righteous Conversations Project

#### ***An American Girl***

Directed by: Naja Butler, Samrina Vasani, and Sophia Villatoro

TRT 1:21

Righteous Conversations Project

#### ***Waves for Water***

Produced by: Aaron Flynn & HURLEY

TRT 1:09

**Homeless Teen** - Student PSA - Righteous Conversations Project - 2017  
<https://myhero.com/homeless-teen-psa> Audio: Music only no VO







40% of homeless teens  
identify as LGBTQ+.

50% have parents that  
don't care that they're gone.

Let's take care of each other.

*An American Girl* - Student PSA - Righteous Conversations Project - 2016

<https://myhero.com/film-americangirl16>

Audio: On camera sound + music







*Waves for Water* - Professional PSA - Hurley - 2016

[https://myhero.com/film\\_waterfortheworld](https://myhero.com/film_waterfortheworld) Audio: Off camera sound VO + music







**Indonesia**



**Andes Mountains, Peru**







**7.5 million people**



[wavesforwater.org](http://wavesforwater.org)