
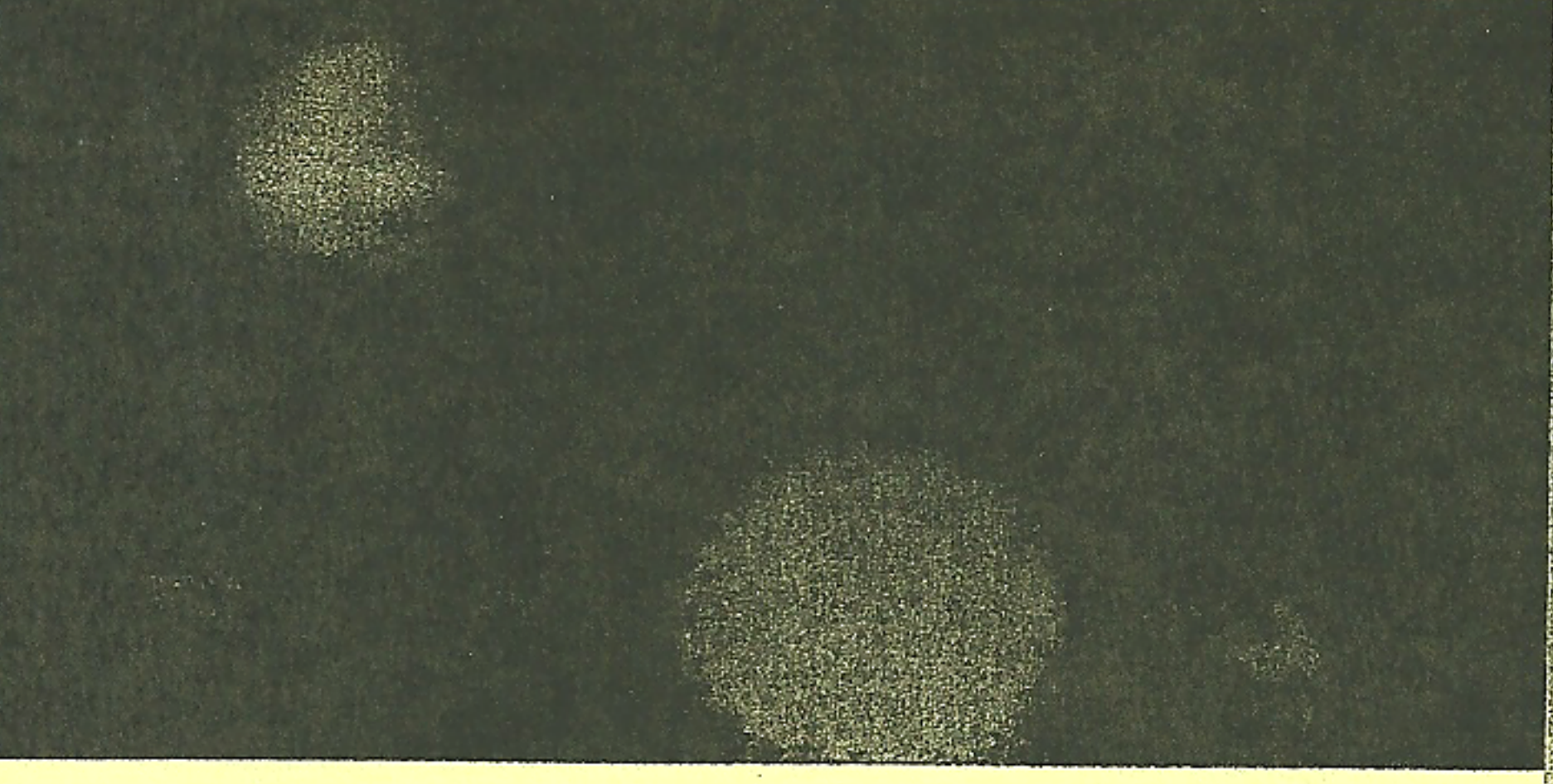
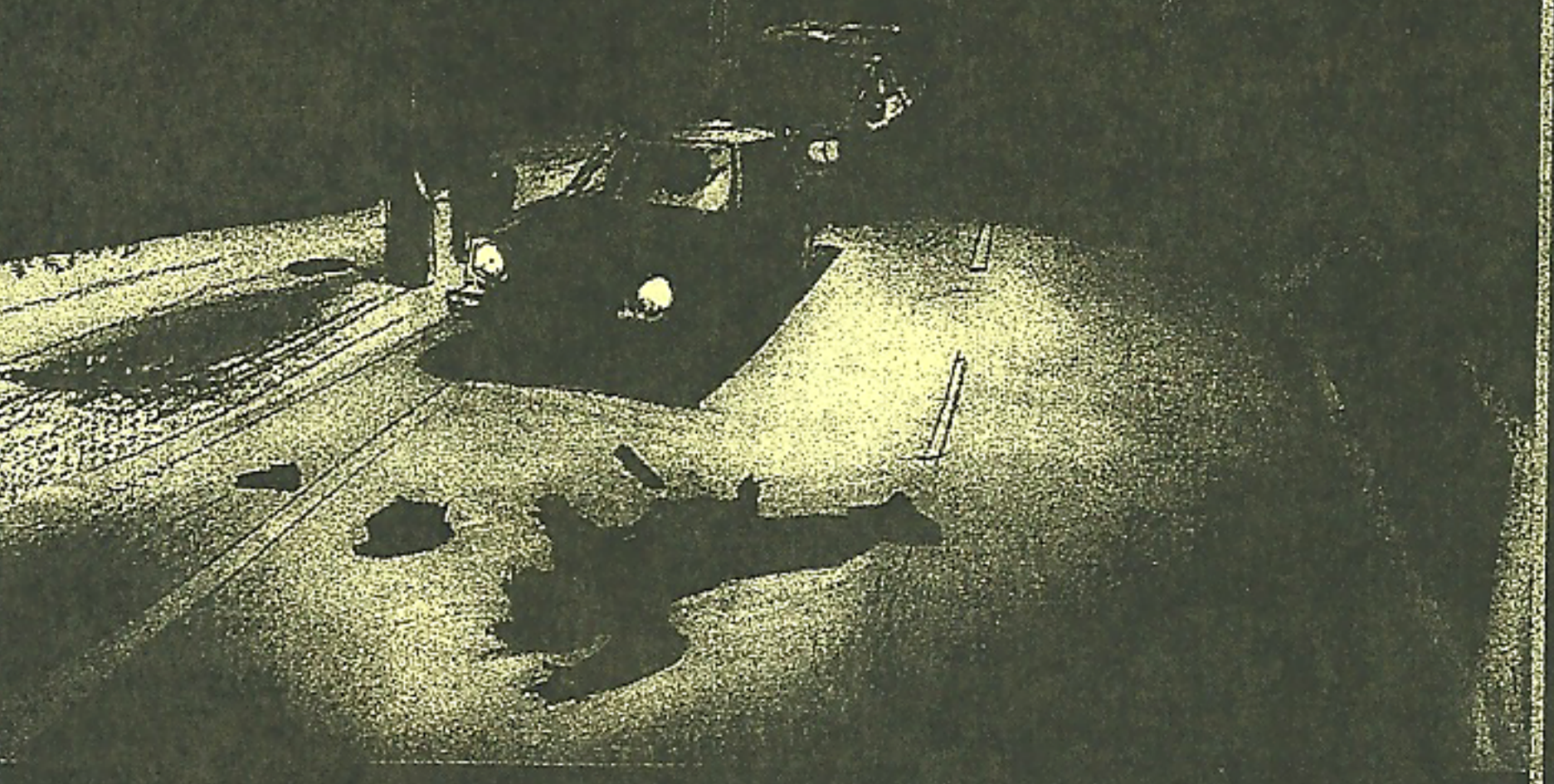



A storyboard is a series of sketches created to plan the shooting of a movie or video. It shows the main scenes and events. This storyboard is based on a public service announcement for MADD.

	<p>SANDY J. WAS ONE OF THEM.</p>
<p>Thud of body hitting car. Screams of teens.</p>	<p>Silence.</p>
	<p>SHE WAS ALSO CHARGED WITH THE DEATH OF ROSS CAMPBELL.</p>
<p>Silence.</p>	<p>Silence.</p>
	 <p>BECAUSE LIFE IS WORTH LIVING.</p>
<p>PLEASE DON'T DRINK AND DRIVE</p>	<p>Live</p>

3. Action! In a small group discuss how you would dramatize the action in each panel of the storyboard. Consider adding action, facial expression, gestures, speech, narration, sound effects, and music. Explain how your choices would enhance the message.

FOCUS ON FORM CREATING MEDIA/REPRESENTING

4. Does It Work? Generally, do you think that PSAs are effective in influencing the choices people make? Think of a PSA that made a strong impression on you. Describe what ideas and techniques made it so memorable.

ANALYZING MEDIA EVALUATING