

PSA Ideas

The goal for this year's project might to get a movie to go viral on YouTube. This done all the team and with many different approaches. I would like you to watch a variety of viral videos that had important messages. I divided the videos into things that are funny, scary, dramatic and action packed. In this upcoming election year, we will see many different videos where special interest groups or politicians will want to persuade us to a particular position. Videos and TV advertisements are one of the most important ways to change people's mind on a topic and it could be great fun for us. As you watch these videos, think about how we might use some of these ideas to solve some of the problems we have identified.

Problems we might considering games to solve...

- 1) sorting waste to reduce materials that go to a landfill
- 2) reducing waste with reusable packaging materials
- 3) refusing to buy things that are disposable
- 4) using a water bottle instead of buying water
- 5) compost food scraps to send less waste to the landfill
- 6) use cloth instead of paper towels
- 7) use cloth instead of tissues
- 8) buying from the bulk section to reduce packaging waste
- 9) get yourself off of mass mailings to reduce your paper waste
- 10) ban plastic bags in South Burlington

Dramatic

No Kid Hungry.org

<https://www.youtube.com/watch?v=2RUYkzJio24>

Food Allergy PSA

<https://www.youtube.com/watch?v=0AfuBAsJKY>

Bullying PSA

<https://www.youtube.com/watch?v=v4gitDm3byQ>

Famous Politicians and Sesame Street

Michelle Obama Exercise PSA

<https://www.youtube.com/watch?v=XsYY3rLxt8c>

Michelle Obama Military Family PSA

<https://www.youtube.com/watch?v=Ea9QzyOFRm0>

Go through all of your ideas, make your pitch for your best idea.

1) Describe your game idea...

2) What problem would this game solve...

3) Describe the characters and how they move and their actions

4) Describe the setting, how it moves and why it is interesting
