Commercials/PSAs

In this project, you are challenged to create a commercial or public service announcement (PSA) like those that you see on television or the Internet. You will use advanced techniques in Adobe Premiere Pro and Adobe After Effects to add special effects to your commercial/PSA.

Project Description

A commercial or public service announcement is a short film used as a marketing device to raise people’s awareness of a consumer product, service, or issue. Businesses or organizations produce commercials and PSAs for distribution on television or the Internet, often in high-profile settings. Commercials and PSAs can take many forms, from funny or dramatic spots that create a lot of buzz for a consumer product to hard-hitting, shocking pieces that highlight a troubling issue. In this project, you will create an original commercial or PSA for a fictional product or service or a real issue of importance to you. As you complete this project, take advantage of the great flexibility and creativity inherent in the commercial/PSA genre, but make sure the video effectively promotes the product, service, or issue.

Project Resources

Project example

The commercial for Fuse Audio was created by Justin Schrader of Rochester Institute of Technology as a submission for the 2007 Adobe Design Achievement Awards. The commercial was a finalist in the Motion Graphics category. Justin used Adobe After Effects to animate several items in a home to look like musical waveforms. The commercial effectively promotes an imaginary Fuse Audio home audio product. Click on the image to the left to view the Fuse Audio commercial.

Requirements

Your commercial/PSA should adhere to the following requirements:

1. Be 30 seconds to 1 minute in length.
2. Utilize one or more advanced techniques or effects from the following list.
3. Be in a web-compatible format. (Note that copyright laws restrict public distribution of a video with a copyrighted song.)

Advanced Techniques/Effects

The following advanced techniques and effects are particularly applicable to commercial/PSA production. Click on the image to the left of each tutorial description to view the Adobe TV tutorial within this PDF. These tutorials will teach you how to use these techniques and effects in your
commercial/PSA. For even more tips and tricks, tutorials, and inspiration for video production, see the Digital Video show on Adobe TV.

**Learn CS4 Production Premium – Using Dynamic Link**
*Technique:* Using Dynamic Link  
*Description:* Exchange data between Adobe Premiere Pro, After Effects, Soundbooth, and Encore using Dynamic Link, without rendering and exporting intermediate files.  
*URL:* [http://tv.adobe.com/#vi+f15419v1026](http://tv.adobe.com/#vi+f15419v1026)

**Learn Adobe Premiere Pro CS4 – Applying effects to groups of clips**
*Technique:* Applying effects to groups of clips in Adobe Premiere Pro  
*Description:* Apply effects to groups of clips. Create a multieffect preset, save it in a new custom bin, and apply it to a group of clips.  
*URL:* [http://tv.adobe.com/#vi+f1600v1022](http://tv.adobe.com/#vi+f1600v1022)

**Creative Cow After Effects Tutorials – Light writing (Part 1)**
*Technique:* Creating light writing in Adobe After Effects  
*Description:* In this tutorial, Creative COW leader Aharon Rabinowitz shows you how to use AE to simulate the popular light writing effect seen in recent Sprint commercials.  
*URL:* [http://tv.adobe.com/#vi+f15419v1036](http://tv.adobe.com/#vi+f15419v1036)

**Creative Cow After Effects Tutorials – Light writing (Part 2)**
*Technique:* Creating light writing in Adobe After Effects  
*Description:* In this tutorial, Creative COW leader Aharon Rabinowitz shows you how to improve the look of the light writing effect covered in part 1, adding intense points of light and other improvement ideas.  

**Learn Premiere Pro CS4 – Using Photoshop with Premiere**
*Technique:* Using Photoshop with Adobe Premiere Pro  
*Description:* Create a sequence-ready Photoshop file, import a layered PSD, play Photoshop video, and use Photoshop rotoscoping in Adobe Premiere Pro.  
*URL:* [http://tv.adobe.com/#vi+f1600v1000](http://tv.adobe.com/#vi+f1600v1000)

**PhotoshopCAFE TV – Motion tracking with Mocha in After Effects CS4**
*Technique:* Motion tracking with Mocha in Adobe After Effects  
*Description:* Jeff Foster shows you how a complex composition is easily created with the aid of the Mocha for AE software included with After Effects CS4. Add video to objects inside a composition with ease.  
*URL:* [http://tv.adobe.com/#vi+f15419v1032](http://tv.adobe.com/#vi+f15419v1032)

**PhotoshopCAFE TV – Using Keylight in After Effects CS4**
*Technique:* Using Keylight in Adobe After Effects  
*Description:* Get the most professional results with your green screen footage using Keylight in After Effects CS4. Jeff Foster will show you all the tips and tricks.  
*URL:* [http://tv.adobe.com/#vi+f15419v1033](http://tv.adobe.com/#vi+f15419v1033)
Adobe Beginner Classes – Episode 13
Technique: Creating 3D text in Adobe After Effects
Description: After a hiatus, Adobe Beginner Classes is back! Join us as we cover a technique for removing silence in Audition 3.0 and the first of two parts on how to create 3D text inside of After Effects with no plugins.
URL: http://tv.adobe.com/#vi+f15419v1035

Adobe Beginner Classes – Episode 14
Technique: Creating 3D text in Adobe After Effects
Description: Join Dennis Radeke as he does the second part of a tutorial on creating exciting 3D text inside of After Effects with no 3rd party plugins. The final piece is something you'll want to see and learn so you can do the same!
URL: http://tv.adobe.com/#vi+f15419v1034

Next Steps

Once you have completed production of your commercial/PSA, consider how you might have used other advanced techniques or effects to change the style, tone, or message of the commercial/PSA.