

PSA Case Study: It Gets Better

The Beginning:

Dan and Terry's YouTube Video

The Evolution:

<http://www.itgetsbetter.org/>

In your PSA groups,
discuss:

What makes the video so
compelling?

What does the website add
to build on the video's
success?

In your PSA groups,
practice:

As a test of your filming/editing skills, please film a 30 second to 1 minute “it gets better video.” It must have at least three cuts. Then upload it to YouTube (unlisted setting) and email it to me.

On your own:

Reflect: What was difficult about the filming/editing process? How can you apply some of the techniques from this case study to your own project?