Sustainability Public Service Announcement (SPSA) Assignment - Spring 2024

Course Name: Engl 21007- Writing for Engineers

Instructor Name: Carr

Due Date for Draft: 1st drafts are due Wed 3/20 on BB

Due Date for Final Version: Mon 3/25 on BB (submission directions to follow)

**Important Links**

[**CUNY Academic Commons SPSA Website - Fall 2023**](https://ccnyspsa2023.commons.gc.cuny.edu/)**:** To access this project website, create a CUNY Academic Commons account using your citymail email address

[Canva Tutorial You Tube: To learn how to create a video slideshow PSA, click here.](https://www.youtube.com/watch?v=5kntnKV1yNY&feature=youtu.be) (created by CCNY student for this project) <https://www.youtube.com/watch?v=5kntnKV1yNY&feature=youtu.be>

[Sign-up Spreadsheet with Sustainability Topics/Organizations](https://docs.google.com/spreadsheets/u/0/d/1EIH4lK8mQT_z5s2Mja1DzC8gQ5Y34QEijya3KzYScJY/edit) (Shared spreadsheet with list of suggested organizations and topics. Please make sure to write in your name(s) and instructor’s name for the PSA topic you choose. *Only two groups per organization please!*)

[QR Code MP4](https://drive.google.com/file/d/1gs-tZ4qa4vleOHyktXC28MvnK5EGJJ9C/view?usp=drive_link) file that should be added to the end of the PSA.

If you want your PSA to be shared on the official Instagram site for the SPSA project (@ccny.sustainability.psa), upload your PSA [to this google drive](https://drive.google.com/drive/folders/134VRMVyjMGjCNCSNu2pJVrw-dz_ts41P?usp=sharing).

**Background**

There is a great interest amongst City College of New York (CCNY) students to learn about environmental issues, internship opportunities, and what’s happening on campus around sustainability. In addition, there are public display screens all around the City College campus that are an effective way to convey information to the college community. Some of the information on the public display screens are Public Service Announcements (PSAs) that take the form of static infographics, and others use video, photos, and moving animation elements to engage viewers.

For this assignment, you are being asked to create an engaging **30-second digital** Public Service Announcement about **how sustainability lends itself to your engineering concentration. That is the PRIMARY focus of the project. As a secondary focus, you should select an organization that assists with solving/alleviating your group’s selected sustainability issue.** You may select a topic that interests you from the [**list at this link**](https://docs.google.com/spreadsheets/d/1EIH4lK8mQT_z5s2Mja1DzC8gQ5Y34QEijya3KzYScJY/edit?usp=sharing)**,** or suggest one of your own, but ***your topic must be approved by the instructor***. **Students will be creating the project on the Canva platform.** **Students are required to compose an abstract that outlines a clear understanding of a sustainability issue, how it lends itself to the group’s engineering discipline, solutions to the issue, and how the selected organization fits into the scope of sustainability and solutions.** **Remember, the selected organization is a SECONDARY focus in your assignment. We’re not making a commercial advertising the organization. The focus is to display your understanding of sustainability, its connection to engineering, and fulfilling the genre conventions, purpose, and stance of the PSA.**

Your digital PSA will be shared with your class, as well as shown on the public display screens around the whole City College campus in April 2024 through Fall 2024. Your PSA will also be available for viewing on the [Academic Commons website for this project.](https://ccnyspsa2023.commons.gc.cuny.edu/) In April, you will be invited to attend an SPSA Screening Event to see some of the Sustainability PSAs created by the 25 - 30 classes involved in this collaborative, interdisciplinary Sustainability PSA Project this Spring. [Please RSVP for the Screening Event here.](https://www.eventbrite.com/e/spring-2024-ccny-spsa-screening-event-tickets-807390816667)

**Creating Public Service Announcements (PSAs) for the City College Campus**

As you’ve likely seen on the public display screens on campus, digital PSAs can include text, photos, color, graphics, videos, and animation elements to make the text and photos move on-screen. But these campus PSAs **do not include audio.** While a PSA can be a static message like a poster, for the purpose of this assignment we will focus on creating PSAs in the form of slideshows that include some moving elements. This will be a team project that you work on with a group of 3-4 classmates. Articles about the importance of environmental messaging can be found on Blackboard under “Resources.”

**Assignment Guidelines:**

1. **Look at some examples of digital PSAs** on the Project website link [**here**](https://ccnyspsa2023.commons.gc.cuny.edu/) on the Academic Commons. You will need to set up an Academic Commons password to use this website with your citymail address.
2. **Work within your predetermined course groups** to create a digital PSA. This is a collaborative project that teams will complete based on their group’s engineering majors and sustainability.
3. **Decide together on the environmental organization, or sustainability solution, or campus project**, to focus on as the subject of your PSA. Sign up on [**this list**](https://docs.google.com/spreadsheets/d/1EIH4lK8mQT_z5s2Mja1DzC8gQ5Y34QEijya3KzYScJY/edit?usp=sharing) for the organization or initiative you choose to focus on. **OR- if you have decided on a topic/organization that is missing from this list, please add it at the bottom and fill in the appropriate Google doc info.**
   1. ***Yes! There can be overlap. More than one group can pick the same topic.* However, no more than TWO groups can pick the same organization from the googledoc.**
4. **Collaborate with classmates**

Work in person or virtually with 3-4 classmates to research, design, and create your 30-second digital PSA. This PSA is for the City College student body to learn about an environmental organization, or campus project, and possible internship possibilities. You may select an organization, campus initiative, sustainability solution or topic that interests you from [**this list**](https://docs.google.com/spreadsheets/d/1EIH4lK8mQT_z5s2Mja1DzC8gQ5Y34QEijya3KzYScJY/edit?usp=sharing)**,** or choose your own, but your topic ***must be approved by the instructor***. You and your classmates will collaboratively create the PSA.

1. **Suggestions include:** This may mean that you create parallel examples and then collaborate to form one PSA, or that one of you takes the lead on designing but all group members take part in the decisions about content and form. **You must upload the PSA to the google form when your instructor gives you the final link.**
2. **To create your PSA, use the Canva platform.** 
   1. **Students are responsible for watching the YouTube video regarding how to navigate the Canva platform.**

* Each slide you create can include a photograph(s) and text, but must include **in text** citations to sources listed on the bottom of the slide (and if using quotes from an interview, the title or role of source quoted). **Proper APA citation method is required for this.** 
  + **A reference slide, properly composed in APA format, with hanging indents, is also required at the end of the PSA**
* If applicable, review the website of the organization you’ve decided to focus on.
* Include the QR code for the SPSA Website Directory at the end. Here is the [link](https://drive.google.com/file/d/1gs-tZ4qa4vleOHyktXC28MvnK5EGJJ9C/view?usp=drive_link) to the QR code.
* PSA format should be 1920 x 1080 pixels.
* What is the call to action in your closing slide?
  + If you chose an organization:
    - What is the organization’s mission or purpose?
    - If applicable, find out what internships they offer, and how to apply
    - Include contact info for the organization (the website and social media links)

1. To discuss with your group:
   * Why is this topic or organization important to City College students?
   * Why might other students find your PSA topic interesting or want to intern/volunteer with them?
   * Which team member can call the organization to find out more about the internships, if applicable.
2. Write a brief paragraph about your PSA on the “Final Google Form Link” mentioned above.
3. **Present your digital PSA**
4. You will present your digital PSA to the class on \_Tues 3/26 & Thurs 3/28 (instead of recorded presentations, we will be doing live presentations on Zoom in class.)
   1. In these presentations, teams must address rhetorical elements and answer any questions the audience might have, while explaining their PSA.

Consider these questions…

* + What worked well in the PSA and what was a challenge?
  + What questions does the PSA generate for you?

b) You’ll be invited to attend an in-person Student PSA Screening Event for the City College community in April during club hours. Date and Location to be announced.

c) Your digital PSA will be shown on the City College campus screens in several buildings

including NAC, during the months of April through November..

d) If applicable, your PSA may be shared with the organization you created it about.

e) Some student PSAs may be shown on the LinkNYC billboards around NYC.

f) You can choose to have your PSA shared on the official Instagram account for this project using the link above in the “Important Links” section.

**Did you remember to?**

* include the names of all team members on the PSA itself (Ex: “Created by…..”)
* include the photos of any team members who’d like to be represented in the PSA
* make sure the PSA runs about 30 seconds, but is not longer than 40 seconds
* NOT include audio
* save the PSA as an MP4 or M4V (for video files)
* include the name of the organization you are communicating about
* get approval from instructor about the organization/topic you choose, and which platform you choose to use to make PSA (Canva.com is a good framework for this project).
* include the mission of the organization, or paraphrase the mission or purpose
* include the internships the organization offers, or volunteer opportunities
* include contact info for the organization, including website and social media links
* include citation sources for the photos and text you use in PSA
* Include this [QR Code MP4](https://drive.google.com/file/d/1gs-tZ4qa4vleOHyktXC28MvnK5EGJJ9C/view?usp=drive_link) file to be added to the end of the PSA.
* submit your PSA to class link

Citations:

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## Reflection Paper Guidelines for SPSA Guidelines

Each individual in the group will compose a 1-2 page reflection paper that discusses the PSA project.

This is solo work, not group work! Everyone must submit a reflection paper for the PSA project even though the PSA itself is group work.

Each student will complete a reflection paper that must analyze how the project fit into the rhetorical situation and meets specific CLOs.

Students will analyze the PSA genre, and carefully examine each rhetorical element, while paying close attention to genre analysis----> was your PSA a good sample representation based on what you know/read about PSAs? explain.

Audience analysis- specific, not broad and vague, answers on who was in your audience for the PSA project. media, purpose, stance-------> what was the purpose and stance of the PSA assignment? and exigence.

Also, answer the question of how was the approach of working in recorded media vs live oral presentations or just writing submissions for grading? What has this experience taught you about teamwork, media, and genre?