

Earth Day iMovie

Task: Create a Public Service Announcement (PSA) that teaches elementary children about one of the following sustainability concepts: recycling and reuse, global warming, reducing trash, grow your own food, minimizing pollution, water conservation.

Requirements:

- Conduct research on an assigned sustainability concept
Gather information from at least five different sources.
Prepare five information cards.
- Prepare a storyboard graphic organizer
Prepare your plan for the iMovie.
Gather any multimedia resources (music, pictures, etc.) that you will include.
- Create a 1-3 minute iMovie
Include the following elements: inserting pictures/music, voice over, editing (cutting/moving), special effects/transitions.

Background:

1. What is sustainability?

Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that allow us to meet the social, economic and other needs of present and future generations.

Sustainability is important to making sure that we have and will continue to have the water, materials, and resources to protect human health and our environment.

2. What is a Public Service Announcement?

Public Service Announcements (PSA) are messages in the public interest that have the purpose of raising awareness and changing public attitudes and behavior towards an issue.