You have worked hard to get to this point, and now you are ready for production – the stage where you do the actual work of filming your PSA!

Here are some production tips for you before you start the filming process:

THE THREE SECOND RULE - Always leave a few extra seconds of film at the start and end of your shot. If you are filming someone speaking or moving, countdown from three for him or her before the scene starts. Do the same at the end of the shot. This will make trimming your clips easier in editing.

WHAT’S IN A FRAME? – Always pay attention to everything you can see in the frame of a shot. You do not want any unwanted pictures, posters, words, etc. to take the attention off the viewer.

CAN YOU HEAR ME NOW? – Make sure that the camera is picking up all the desired audio and not picking up any undesired sounds. Make sure anyone speaking does so loudly and clearly, and film in a quiet place. Play back your initial shots to check the sound out.

IT’S ALL IN THE EYES – If you have a subject speaking to the camera, make sure that they maintain eye-contact with the camera.

TAKE MULTIPLE TAKES – Even if you think you got it just right the first time, you will appreciate having multiple takes when editing.

Once you have finished filming for the day, you will need to upload your footage onto your computer.