Crew Roles

Director/Cinematographer

- Helps create and use the storyboard/script as a guide.
- Makes sure camera, sound and lights are in correct positions.
- Calls for “Quiet on the set! Roll! Camera! Action!” or uses hand signals to begin action on the shoot. Calls for a “Cut!” when “clip” is complete or there is a problem.
- Directs Writer/Talent to either change lines or deliver lines in a different way.
- Operates camera and all camera-related parts, such as lenses, focus and zoom.

Production Designer/Gaffer

- Helps create and use the storyboard/script as a guide.
- Organizes all cables, tripods and carts.
- Checks power supplies and connections to any equipment.
- Makes sure that camera audio is on and receiving a good signal.
- Constructs any required light or sound set-ups.

Producer/Continuity Editor

- Helps create and use the storyboard/script as a guide.
- Budgets money resources and personnel for production.
- Schedules entire project from idea to finished product.
- Ensures shooting details are consistent from shot to shot.

Writer/Talent

- Is the primary creator of coherent script.
- Helps create and use the storyboard/script as a guide.
- Delivers lines or narration according to script and in character, if required.
- Works with Director/Cinematographer to make a shot as close to the storyboard and script as possible.
- Helps with the preparation of wardrobe and makeup (if necessary).
Preparation for Storyboard

Name of Video:______________________________________________________

Crew Members:
___________________________________________________________________
___________________________________________________________________
___________________________________________________________________

Purpose and Objective of the Video:
___________________________________________________________________
___________________________________________________________________

Story Kernel: Tell your story in one sentence:
___________________________________________________________________
___________________________________________________________________
___________________________________________________________________

From what point of view will your story be told:
___________________________________________________________________
___________________________________________________________________

Location of the video:
___________________________________________________________________

Talent (who are the actors):
___________________________________________________________________
___________________________________________________________________

Props and Equipment:
___________________________________________________________________
___________________________________________________________________
___________________________________________________________________

Special Notes:
___________________________________________________________________
___________________________________________________________________
___________________________________________________________________
# Equipment Checklist
for
Production Director/Gaffer

The Production Director/Gaffer is responsible for checking and signing out the equipment. However, the entire crew is also responsible for care of equipment. The crew’s signatures verify that all equipment will be returned in the same condition it was checked out.

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Check Out Date/Time</th>
<th>Check In Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camcorder</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tripod</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charged batteries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adapter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extension cord</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video tapes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>External microphone (optional)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Headset (optional)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reflector (optional)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lights (optional)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaffer tape (optional)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storyboard/Script</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Production Director/Gaffer’s Signature: _________________________________

Crew Signatures: __________________________________
_________________________________________________
_________________________________________________
_________________________________________________
# PSA Video Rubric

<table>
<thead>
<tr>
<th>Video Production</th>
<th>Awesome!</th>
<th>Thumbs Up!</th>
<th>Getting There!</th>
<th>Your Score:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>The message is clear and compelling. It's not simply informative, but charged with interest and a sense of importance that involves the viewer. The message should be within the :30 or :60 second time frame.</td>
<td>The message is identifiable. A viewer already interested in the subject will keep viewing. It's informative rather than compelling. The message should be within the :30 or :60 second time frame.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Production</td>
<td>Original idea and approach. Video was excellent and showed many video techniques.</td>
<td>Shows some creativity. Video was satisfactory and showed a limited number of video techniques.</td>
<td>Would benefit from creative enhancement. Video did not show any video techniques.</td>
<td></td>
</tr>
<tr>
<td>Crew</td>
<td>Excellent teamwork. All members of the crew cooperated and worked together. The video was completed on time.</td>
<td>Adequate teamwork. All members of the crew cooperated and worked together. The video was complete, but did not meet the deadline.</td>
<td>Limited teamwork. Not all of the members cooperated and worked together. The video was not completed.</td>
<td></td>
</tr>
</tbody>
</table>

Name of Video: ____________________________________________________________

Crew Members: ____________________________________________________________

Comments: __________________________________________________________________

Final Score: __________________________________________________________________