

AUDITION REQUIREMENTS

COMMUNICATION ARTS

Prepared Speech & Interview: (20 pts) Each candidate will verbally present a one (1) minute original speech that is prepared prior to the audition. The prepared speech topic should be how you will support the mission of Savannah Arts Academy. Savannah Arts Academy's mission is to develop graduates who exemplify academic and artistic excellence. Bring a typed copy of the speech. The speech does not have to be memorized; the candidate may use the copy of the speech or note cards when presenting. A brief interview will take place after the candidate gives the speech.

	Points Available
INTERVIEW & PREPARED SPEECH	20

Storyboard for Public Service Announcement or Commercial: (10 pts) Each candidate will create a storyboard based on the idea he/she will be using to create his/her Public Service Announcement (PSA) or Commercial required for the audition. Storyboards include images that represent frames of the video and written text that conveys the message of the topic. Storyboards allow you to visualize and fine-tune key frames in your video before filming or editing. Storyboards include drawings of individual frames and describe dialogue and other notes. Examples of storyboards and a storyboard template can be found on our web site at www.saaarts.com under the Communication Arts section of the website. Candidates do not have to use our storyboard template but can if he or she chooses. Completed storyboards should be brought to the audition. Evaluation of the storyboard activity is outlined below.

STORYBOARD ACTIVITY	Points available
Originality, creativity, and clarity of message	5
Craftsmanship, effective use of images and written text to convey message	5

Student Created Public Service Announcement or Commercial Video: (25 pts) Each candidate will submit a video (based on the storyboard the applicant created as part of the audition) on a DVD. Candidates may create either a Public Service Announcement (PSA) or commercial using their storyboard idea.

Public Service Announcements are intended to change the public's interest by raising awareness about an issue affecting public attitudes and potentially stimulating action. PSA example topics: bullying, recycling, texting while driving, etc. See a list of other ideas at www.saaarts.com, under the Communication Arts section of the website. A commercial is a promotional advertisement for a service or product. Examples of student-made commercials can also be seen on the website.

The Commercial or Public Service Announcement created for the audition must be 30-60 seconds in length. It must include the following: Music, Titles, Narration, and Credits. Narration on the video can be the candidate's voice or someone else's. Students should also type a description of the PSA or commercial that includes the purpose of the video and a list of software and equipment used. Credits (at the end of the PSA or Commercial) must include the music used and the names of individuals who appeared in the video. We will not accept picture slide shows as videos. DVDs must have the candidates first and last name written on it, plus the title of the Commercial or PSA. DVDs should play in Mac computers, PC computers and DVD players. Please double check your DVD prior to the audition. All videos should be produced only by the prospective student. Any works considered "not their own" will be disqualified. Evaluation of the video is outlined below.

VIDEO PRODUCTION	Points available
Originality and creativity	5
Shows basic knowledge of camera operation & editing	5
Includes music, titles, narration, and credits	5
Written purpose of video, list of software and equipment used to create video	5
Follows idea outlined in storyboard	5

Student Created Poster/Print Advertisement: (25 pts) Each candidate will submit a poster that supports the Public Service Announcement or Commercial created for the audition. Posters should be print advertisements reflecting the idea, product, or service featured in the PSA or Commercial. Posters can be hand drawn or created on the computer. Posters must be created on unlined paper and should be 8.5x11 or 11x17 in size. Examples of posters can be found on at www.saaarts.com, under the Communication Arts section of the website. Evaluation of the poster is outlined below.

POSTER/ADVERTISEMENT	Points available
Follows given guidelines for size and paper type (unlined, 8.5 x 11 or 11 x 17)	5
Originality and creativity	5
Clarity of message	5
Effective use of images and text to convey ideas	5
Composition and craftsmanship	5

On Site Creative Writing: (20 pts) Each candidate will be given a prompt (a topic, phrase, quote, or image) at the audition and will be asked to type a creative narrative, which may be fiction or non-fiction, based upon the prompt. The applicant will be limited to thirty (30) minutes for this portion of the audition. Poetry is not permitted for the creative writing portion of the audition. The creative narrative should be three paragraphs (minimum). Evaluation of creative writing is outlined below:

CREATIVE WRITING (to be completed at audition)	Points available
Originality and creativity	7
Development of content and story	5
Organization of idea	5
Grammar, mechanics, word choice, and usage	3

Checklist for students. Bring the following items to the audition:

- ☐ Copy of prepared speech (and note cards if you'd like to use them during the speech)
- ☐ Storyboard for PSA or Commercial
- ☐ DVD of PSA or Commercial (make sure the DVD works on a Mac computer, PC computer, and in a DVD player) with your name and title on the DVD
- ☐ Typed description of video with purpose of video, list of software and equipment used
- ☐ Poster (can be hand drawn or printed from the computer (8.5 x 11 or 11 x 17 in size)

Each candidate is required to read and sign a contract outlining yearly assessments and extra-curricular activities on which all Communication Arts students are required to participate.