

Terrizzi
Final Project Details
ECON 211AB
Spring 2017

Project Overview

To culminate the semester's learning, you will conduct research on a topic of your choice related to health economics. For this assignment, you can draw upon any aspect of health economics that is of interest to you. The form of this assignment will be a three-to-five-minute public service announcement, which incorporates your research into a succinct message for an audience of your choosing. You will share your PSA with your classmates during the final exam period, which is noted on the schedule below.

Specific details regarding this final project will be made available by the midpoint of the semester. We will prepare for this final project by visiting the library to hone our research skills and participate in digital tools workshops to develop our digital production skills!

Research Proposal

In your final project team (up to three individuals, you must all be in the same section of the course):

- Prepare a one-to-two-page essay detailing the topic you are choosing to study
 - Include the economic (or policy) motivation for studying this topic
 - Identify why you think a public service announcement needs to be created for this topic, i.e. why is this important to study and what needs to be shared with the public?

Draft 1

This draft should include a storyboard and/ or a script for your digital PSA. Appropriate references to academic articles and economic theory should be included in this draft. Please use the resources provided by Dr. Vallera, which are available [here](#) (links to page within Canvas), as you prepare this portion of the assignment.

Please note that on April 3/4, we will conduct a peer review workshopping session of your drafts. On April 10/11 Dr. Vallera will return to class to discuss the process of transforming your scripts and storyboards into videos! For class on April 10/11, you need to have BOTH your script and storyboard completed.

This draft is graded for completion. You only need one submission per group. Be sure you have enough material prepared to make the peer-workshopping session productive!

Draft 2

This draft should include an updated storyboard and script for your digital PSA. These updates should be based on the feedback received on your first draft and additional research you will have conducted between drafts. At this point you must also submit a draft of your digital PSA that can be viewed independently of your script and storyboard. This submission should include audio and video components with appropriate citations. This draft is graded for completion. In order to receive full credit you must submit ALL of the following components:

1. Script
2. Storyboard
3. PSA (with audio and video)

Final Project and Presentation

Recommended methods for submitting your final PSA (in order of preference):

1. Use 'Arc' in Canvas. Upload your video into Arc. Once it renders, you can click on it to get a shareable link. Submit that link here.
2. Save your video in google drive. Submit the link to your video here. Be sure to set your shared settings to allow anyone with the link to view.
3. Upload your video to YouTube. Submit the YouTube link here. Note that even if your video is set to private, it still may be searchable.

The final presentation schedule is viewable on our shared google document. The final presentation is your final digital PSA, which can be viewed independently of your script and storyboard. You only need to re-submit your script and storyboard at this time if it has changed since draft two.

Your final PSA should include all necessary citations for content, imagery, and audio tracks! This final PSA should be approximately 3-5 minutes in length, and should tell a story that addresses the following components:

- Clearly identify the health concern you are addressing in this PSA.
- Explain why this health concern is of great importance to society.
- Engage your specific audience, and solicit a behavioral change.
- Your message should demonstrate your understanding of the relevant economic theories inherent in the health concern and your proposed behavioral change.

Please review the attached rubric for final grading and the presentation evaluation worksheet your classmates will complete that assesses your PSA.