**Adobe Video Design: Commercial Project**

**Task:** You will work in small groups to plan, prepare, write and present a TV commercial.

1 days of planning, 2 day of filming, 2 days of editing

**Process:**

1. Students will work in their learning teams. This is now your marketing team—you will work together to plan, prepare and present your commercial.
2. Each student will pitch an idea for a commercial to the team. One team member’s ad idea will be chosen to be turned into a 60 second commercial.
3. Prior to actually shooting the commercial, your team must complete the following:

a) Brainstorm commercial ideas - make up your own product or use for an existing product, come up with a slogan and logo for your product

b) “Rough Write and Block” the commercial—decide on characters/ voice over announcer, what they will say, what they will do and what props they will need.

c) Complete the storyboard.

d) Write the script using the commercial script template

e) Complete a shot list.

f) Rehearse the commercial.

1. Shoot the video for the commercial in your team.
2. Each team will edit their own version of the commercial making individual decisions on sequencing, audio, graphic, titles, etc… Export the final commercial in the H.264 format with the following file name: Nameofproduct\_Commercial.mp4
3. Present your commercial to the class.

**Use The Tips Below When Planning**

**Planning Your Commercial:**

* Identify the issue, idea, or product that will be the focus of your commercial.
* Determine who the intended audience will be. In other words, who might be concerned about the issue you present, or the product you wish to sell?
* Watch a variety of TV commercials and note the most effective strategies used.
* Brainstorm a list of ideas and approaches you might use, and select the one that you think might be the most effective.
* Develop the strategy that you will use to get the viewers’ attention and to convince them of the importance of your point of view or of your product.

**Preparing the Script and Storyboard:**

* The script should be simple, focused, and use effective language.
* Consider using a catchy slogan that could be repeated in your commercial.
* Identify how many scenes you will have and the kind of camera shots for each. Develop this into a storyboard for better organization and filming.
* Write the script for each scene with reference to points you identified in the outline.
* Decide if the dialogue will take place “inside” the action, or if you will use a “voice-over” to provide background information. Keep dialogue simple and short.
* Prepare images, backgrounds, and props that you plan to use
* Keep in mind that most commercials run for only 30 seconds.
* If you shoot the commercial, arrange access to necessary equipment.

**Reviewing:**

* Carefully review the outcomes and expectations of the assignment to make sure they have been met.
* Review the slogans, dialogue, images, and other strategies you have used to make sure they are effective and persuasive.
* Have a friend assess your plan and storyboard and provide any suggestions.
* Make final preparations for shooting.

| **Criteria** | **Description of Desired Results** |
| --- | --- |
| **Preproduction** | A storyboard, commercial script, and shot list have been created, approved and submitted prior to shooting. |
| **Production** | A collection of quality video clips, demonstrating a wide range of shot types are present. The completed video is 30 seconds only.. |
| **Technical Skills** | The following technical skills were correctly applied: importing, creating a sequence, editing clips, adding audio, adding titles, adding transitions, applying effects, and exporting to a H.264 format. |
| **Overall** | All phases of the project were executed with effort, quality of content, and demonstrated the technical capabilities of the software. Students worked to their potential to create a well-designed PSA video. |

**Checklist:**

|  |  | Storyboard and Script |  |  | Shotlist |  |  | Coverage/Shots |  |  | Importing |  |  | Preview/Edit Clips |  |  | Create a Sequence |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Edit Sequence |  |  | Audio |  |  | Transitions |  |  | Titles |  |  | Effects |  |  | Export H.264 |

| ***Please offer some quick feedback on what you thought of this project or how you think it can be improved. Thanks.*** |
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