

TECHNOLOGY ACTIVITY

Video Commercial

Student Sheet

Background: Advertisement has become a phenomenon that effects all of us whether we think we are effected or not, whether we pay attention consciously or not. Commercials have now begun to attract companies to pay fees for a minute of airtime of more than a million dollars during periods of high viewing. Drug companies, fast food, cosmetics, clothing manufacturers, liquor companies, etc all are spending millions annually for a moment of our time and a chance to influence our purchases. You may not pay attention to the drug commercials but will pay the price if given the prescription, which carries the cost for the commercials, and so goes all the other advertised products we regularly purchase.

Task: Your task will be to produce a commercial with a group of fellow students for a product that doesn't currently exist. The product doesn't necessarily have to work but must look as if it does in the commercial.



Required components:

1. An 8.5" x 11" lined paper minimum, all lines used with product ideas from a brainstorming session
2. A completed storyboard showing all required information (shots, transitions, angles, dialogue, sketches, time, etc)
3. A completed sheet showing all parts of the camcorder with explanation as to the function of all buttons
4. Props to represent product created and for any background needed, clothing, etc
5. A completed vocabulary sheet
6. All members of team/group must have a part in the commercial (actor, cameraman, director, etc)
7. Commercial must be **exactly** 15, 30 or 60 seconds in length when completed (final cut)
8. Commercial must have a minimum of at least two techniques to enable easy recall of product to viewers

Problems to address when planning:

1. What product need will the ad focus upon?
2. How will you make people want to purchase or listen to your ad?
3. Who is your target audience (age group)?
4. When would the ad appear (time of day)?
5. What special effects will be used?
6. How long will each shot last in the commercial?
7. How many scenes will be needed?
8. How will transitions be made, by editing, camera, etc?
9. How can you develop a commercial which evokes a feeling in the viewer and what kind of feeling?
10. Scenes usually do not last more than 10-15 seconds and often are much shorter than 5 seconds

