

TECHNOLOGY ACTIVITY

Video Commercial

NATIONAL STANDARDS

- #8 - Develop an understanding of the attributes of design
- #11 - Develop abilities to apply the design process
- #17 - Students will develop an understanding of and be able to select and use information and communication technologies

NATIONAL BENCHMARKS

- #8 – H The design process includes defining a problem, brainstorming, researching and generating ideas etc.
- #8 - J The design needs to be continually checked and critiqued the and the ideas of design must be refined and improved.
- #8 - K Requirements of a design, such as criteria, constraints, efficiency, sometimes compete with each other.
- #11-Q Develop and produce a product or system using the design process.
- #17-N Information and communication systems can be used to inform, persuade, entertain, control, manage, and educate.
- #17-P There are many ways to communicate information, such as graphic and electronic means.

ACTIVITIES

- Students will brainstorm to develop a commercial for a specific product that currently doesn't exist. (Product does not have to work but must look like it does in the commercial)
- Props for commercial or product must be built and or developed for filming purposes as well as background needed.
- Students will learn all vocabulary associated with video camera use and filming techniques
- Students will learn to use and work all necessary functions of provided video camcorder.
- Students will develop commercial to an exact length of either 15, 30 or 60 seconds.
- Students will develop and use storyboards for all scenes prior to filming.
- Students will edit and make necessary cuts to final video with all required elements suitable for actual use.
- Students will analyze and determine what makes a memorable commercial by watching a collection of current TV commercials.
- Students will determine what makes a long memorable commercial and incorporate those techniques into their commercial design where applicable.

SHOW ME STANDARDS

Performance Standards:

- Goal #1 - 1. develop questions and ideas to initiate and refine research
5. comprehend and evaluate written, visual and oral presentations and works
8. organize data, information and ideas into useful forms (including charts, graphs, outlines) for analysis or presentation
- Goal #2 – 7. Use technological tools to exchange information and ideas
- Goal #3 - 1. identify problems and define their scope and elements
2. develop and apply strategies based on ways others have prevented or solved problems
3. develop and apply strategies based on one's own experience in preventing or solving problems
4. evaluate the processes used in recognizing and solving problems
5. reason inductively from a set of specific facts and deductively from general premises
6. examine problems and proposed solutions from multiple perspectives
7. evaluate the extent to which a strategy addresses the problem
8. assess costs, benefits and other consequences of proposed solutions
- Goal #4 – 5. develop, monitor and revise plans of action to meet deadlines and accomplish goals
6. identify tasks

Knowledge Standards:

Comm. Arts - #1Speaking, writing standard English

ASSESSMENT

- List of a minimum of one full page of brainstorming ideas on commercial product ideas
- Props produced to represent chosen product
- Vocabulary for camcorder and storyboard work completed and understood
- Commercial times to exactly 15, 30 or 60 seconds
- All camera functions are understood prior to filming
- Editing equipment is used and understood to develop final cut
- Viewed commercials are analyzed for ability to remember product, company, logos, music, and target group
- Techniques from viewed professional commercials is clearly visible in finished group commercial

Enrichment: Students may also opt for producing PSA (Public Service Announcement) will require research to determine current issues for local community, country, school, etc