

Commercial

Task: Create a 30-60 second commercial for the product of your choice. It can be an existing product (example: Coca-Cola) or a make-believe product.

Your commercial can be live action, photo montage, stop motion animation, or a combination of any of these techniques.

Decide who your target audience is. What will appeal to them? Think about the example commercials we watched. What theme will your commercial have? Funny? Touching? Serious?

Steps to follow:

1. Decide what product you will be advertising. Fill out the planning sheet for your commercial.
2. Write a script and share it with Mrs. Campau.
3. Film or take pictures for your commercial.
4. Edit your commercial and save as a movie.
5. Upload your movie to the Video Production channel on Office 365.