

DIRECTING A COMMERCIAL: A Test of Framing and Editing

California Standards:

- *Visual Arts 2.3 Develop and use skills needed to produce a product in video format.*
- *Visual Arts 5.1 - Design an advertising campaign using images to make one want to purchase an event or product.*
- *English Standard 2.6 – Writing Applications. Deliver multimedia presentations.*
- *English Standard 1.7 – Listening and Speaking – Use props, visual aids, and electronic media in a presentation.*
- *English Standard 1.1 – Listening and Speaking – Comprehension – Recognize strategies used by media to inform, persuade, entertain, and transmit.*

Time: 3 days

Objective:

Students will:

- improve their video skills by creating their own product and commercial create an advertising campaign and propaganda technique to sell their product.

KNOWLEDGE	SKILLS
Commercial propaganda	Basic camera
How commercials target audiences	Basic editing, teamwork

Assignment

Create a 30 or 60 second commercial in which you demonstrate a mastery of image framing and camcorder editing. The commercial can be for a product you have invented. The entire video must be appropriate for school. Specifically, you will do the following:

1. In your team, complete a Commercial Planning Form and a Commercial Treatment Form.
2. In a storyboard create a short commercial with a clear beginning, message, and goal for the viewer. Write the dialogue and actions the talent will use in the lines next to the image on the storyboard.
3. Video the scenes only after you have received approval for your treatment.
4. Include some of the following shots:
 - * Extreme long shot
 - * Long shot
 - * Full shot
 - * Loose shot
 - * Medium close-up
 - * close-up
 - * extreme close-up
 - * over-the-shoulder shot
 - * bird's-eye shot
5. Include shots that show your understanding of
 - Headroom, leadroom, rule of thirds
6. After you have recorded the commercial, edit it with your team. Be sure to include a title and credits for the camcorder operators, talent, and writers.
7. Turn in the finished commercial for your teacher's evaluation. Your video will be evaluated based on a rubric.
8. Then you are to write an outline for an oral presentation of your product. Explain what propaganda techniques you used in commercial, and who your target audience is.

Requirement:

1. Treatment form completed.
2. Completed storyboard.
3. 30 or 60 second commercial.
4. Oral presentation of product given before showing of commercial.