

Assignment 8: Group Video Advertisement

Objectives:

Write a script and storyboard to create a one-minute advertisement featuring your choice of product.

You will be organized into a group of five students to create a one-minute advertisement using the prop of your choice that your instructor will provide for you. You have one class period to develop the script and storyboard the camera shots and angles to create a convincing commercial on why this product is the best to use. If you have time you may use the remaining portion of the class period to begin filming. Note: All cameras must be returned at the end of each class period.

On day two, your team will have one class period to complete filming the commercial using the script/storyboard as the guide. The commercial will need to include credits of all actors and team member involved.

Groups will be divided into responsibilities as follows:

Students will determine within their groups who will be appointed the responsibilities.

Script author: Responsible to create a simple script that covers the subject of why Minty Fresh is the best mouthwash.

Storyboarder: Responsible to draw and create camera angle thumbnails that match with script.

Director: Responsible for the “final say” on when the shot has been captured for the proper telling of the story.

Camera person: Responsible for framing and taking shots under the direction of the director.

Producer: Responsible for props, casting, location recommendations, ensuring everyone receives a copy of the script, storyboard and files for editing in a timely manner, distributing a list of all participants names (properly spelled), for credits.

Your group will be responsible for creating a one minute (exactly length) commercial that includes the elements of:

- 1) Video that includes the use of prop and matches script and storyboard
- 2) Audio files (voice, music or sound effects) that enhance the productions
- 3) Credits that note all participants and sources used to produce the commercial

Deliverables:

Each group member is responsible for his or her own deliverables.
Your project is worth 20 points and will be graded as follows:

- **5 points** Group participation-provide a list of the students in your group and rate them 1-5 (five being the highest) An average will determine the points received for individual group participation.
- **5 points** Commercial that is convincing and matches script/storyboard
- **5 points** submit one .mov or avi file that is no longer than one minute, no shorter than 30 seconds and includes all elements labeled **A8_your_groupname.mov or avi**
- **5 points** Copy of script and story board

