

Video Production.

Mr. Stiles, Fall 2020

Due Thursday 12/3, Value 75 Points

ROUGH CUT OF 30-90 SECOND COMMERCIAL ADVERTISEMENT VIDEO:

For this assignment you will be producing a commercial advertisement video for a product, service, or organization of your choosing. You may choose something that exists in reality or something entirely fictional.

Time: 30-90 Seconds

This final commercial advertisement video should be uploaded to the class Google Drive in a folder here: <https://drive.google.com/drive/folders/1juKTW1beeNWkMr1-gDuk3az8Er0vHQ2O>

Considerations for filming and editing:

- It may be serious or satirical.
- Consider adding text, a slogan, or a logo.
- It should be 30-90 seconds long.
- You will be graded on visual impact, design, effort and concept.
- Its overall "Concept", should sell the product or service to the viewer by tapping into an emotion (ex. humor, desire, empathy, outrage, sadness, curiosity).
- It may make the viewer want to have that, be that, be there, or belong to something. It presents a point of view or an idea seductively.