

Video Production.

Mr. Stiles, Fall 2020

Due Monday 11/16, Value 25 Points

STORYBOARD FOR A COMMERCIAL ADVERTISEMENT:

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 storyboard portion of the assignment should be uploaded to the class Google Drive in a folder here:

<https://drive.google.com/drive/folders/1HVtvGuEmK65fR36TmV3wAcaToMDC9QqN>

The storyboard should show each separate shot in each panel, what angle you're shooting from, the direction of any movement with arrows, a rough of background/set, props, and a short written description of each shot. Many free storyboard templates in different formats can be downloaded here:

<https://www.studiobinder.com/blog/downloads/storyboard-template/#pdf-storyboard-templates>

The tutorial for How To Create A Storyboard is here:

<https://www.youtube.com/watch?v=-578C3gFepU>

The final completed Video Advertisement will be **Due: Monday, 11/30/20. Value: 100 Points.** Directly after the Thanksgiving break.

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.