TV COMMERCIAL

Ready. Set. Action.

MYP 2 Common Core Math 7 Plus

Commercial Project

Due February 6, 2014

Project Description: Students, your class was selected to create a video that will appear on the DPS news channel and website. Your assignment is to create a 30 second commercial/video that incorporates the theme "**The importance of education**". You must embed at least (1) subject of your choice in your commercial. In addition, you must write a persuasive paper to Dr. Paylor with at least 4 paragraphs explaining why she should select your commercial for her company. Good Luck and happy filming!

Commercial Rubric

Description	Points Possible	Points Awarded
Creativity and Originality	30	
Interesting	10	
Theme is incorporated in the commercial	10	
Persuasive	5	
Appropriate use of lighting	5	
Sound is used to enhance the commercial	10	
Commercial contains at least 2 different shot angles	5	
Utilized editing techniques	5	
Length of commercial (30 seconds = 10 points; 31-45 seconds = 9 points; 46-60 seconds = 8 points; and over 60 seconds = 0 points	10	
Use of props	5	
Project storyboard	50	
Weekly Blog Posting (Describe weekly accomplishments and/or struggles) Due January 16, 23, and 30.	30	
Commercial Checklist	20	
Persuasive Paper delivered to Dr. Paylor on February 5, 2014	5	
Persuasive Paper	20 points (RACER Rubric)	Your ELA teacher will give you your grade.
Total Points Earned	200	

Teacher Comments

Commercial Project Checklist

Assignment	Deadline	Teacher Signature
Completion of commercial storyboard	January 23, 2014	
Selection of music	January 23, 2014	
Selection of images	January 23, 2014	
Rough draft commercial	January 30, 2014	
Rough draft of persuasive letter	January 30, 2014	
Final draft of commercial	February 3,2014	
Final draft of paper	February 5, 2014	

Video Creating and Editing Websites

- Dvolver ---http://www.dvolver.com/moviemaker/make.html

- Kid's Vid- FAVORITE! an instructional website to help teachers and kids use video production in project-based learning

- JayCut - free video editor online

- Creaza - movie editor that allows you to mix videos, images and text (http://www.creazaeducation.com/about_creaza)

- YouTube Video Annotations - add speech bubbles, text and video inserts to a YouTube video

- http://cooltoolsforschools.wikispaces.com/ (look on the left side of the site to identify tools used to create videos.
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