



Commercial



Introduction:

Though it is sort of a dying industry the television commercial is truly responsible for the growth and popularization of the television medium. These specifically targeted messages began as simple informational messages and have grown into crazy things like the Geico Gecko and the Infomercial. The most important thing to realize about commercials is that they are specific and strong messages that are targeted toward an *exact* audience.

Assignment:

For this video you will be producing a commercial that is the exact length of :30, :45, or 1:00 long that could be played on the Hawk HIT news or Stream Team event. This commercial should highlight some product, thing, or experience inside of Hutchison High School. Because commercials are audience specific you will also be required to write a target audience statement for your video. This statement should include at least:

1. Age
2. Gender
3. Race
4. Income
5. Desired emotional response

Do Not simply write “Age: 16, Gender: male” you need to include a short description (2-3 sentences) describing how your video will fit these specific groups. You will learn this information in lecture.

Helpful Hints:

- Pick something that is an actual item
- Brainstorm some possible “catch phrases” for your product
- Think of commercials you see all the time and then copy that same idea

Grading: (See next page)

Preproduction

	Pts Earned	Pts Possible
Target Audience Statement is complete, detailed, and well thought out		30
Storyboard of commercial is complete, accurate, and well-presented		30
Preproduction Grade		/60

Production

Video has correct Composition including framing, rule of thirds, 180 degree rule, and other visual elements		20
Camera movements are effective and used as appropriate		20
Audio is correctly captured and utilized in film		10
Production is completed in a timely manner		10
Production Grade		/60

Post Production & Product

Clean and thought out editing (including SFX as appropriate)		20
Titles/Graphics are visually interesting and add to commercial		10
Video is creative and interesting and would make a good addition to the Newscast or Stream		10
Video is either :30, :45, or 1:00 exactly		10
Intangibles		10
Post-Production Grade		/60