

VIDEO EDITING – COMMERCIAL

MR. WARREN – 8th Grade Computer Apps

40 Points

You may work with a partner or individually on this project.

Name(s) _____

ASSIGNMENT – Create a 1 minute (60 seconds) TV commercial. Ideas include a favorite technology, favorite food, or a made-up hypothetical product. Or, it could be a parody (imitation, exaggeration) of another product.

Time Frame – 2 weeks to complete the project.

Software – Adobe Premiere Elements 23 or WeVideo

NAME OF COMMERCIAL _____

PLANNING	Take Note...	Possible Points	Your Score
Script	Type up in large font	3	
Storyboard	Sketch each new scene Stick figures are fine	3	
Props	Use additional materials to add to video	2	
Rehearse	Practice- don't try to wing it	2	

COMMERCIAL	Take Note...	Possible Points	Your Score
Appropriate and Professional	Humor is fine, goofing around is not	3	
Sells the Product	Hook the audience, use persuasion and rhetoric	3	
Tagline (motto) and Price	They both need to be used within the commercial	3	

VIDEO EDITING TECHNIQUE	Take Note...	Possible Points	Your Score
Video Recording Quality	Individual or object is centered, video is clear	3	
Green Screen Effect	Green, blue, gray colors are not effective and hard to work with	3	
Text and Effects	Use when trying to stress a point	3	
Transitions	Nice to use at change of scenes	3	
Voice-Over/Narration	Make sure audience can understand each word	3	
Music/Sound Track SoundTrap/Sound Effects	Set appropriate audio levels Great for emphasis in scenes	3	
Special Effects	Include at least 2 special effects Try something new!	3	
TOTAL SCORE		40	