

## Commercial

### **Create a commercial for a product or service that exists and is legal in CA**

This must be persuasive! A thirty second commercial in which a product or service is advertised. You may not make a commercial for: weapons, marijuana, alcohol or anything else considered "inappropriate" for high school.

OR

You can create a :30 commercial to be entered in the Save Me A Spot in College contest (entries due in Feb) and try to win scholarship \$\$\$\$.

For more info and sample commercials visit: <http://www.collegecampaign.org/contest/>

### **Video must include**

Please see the rubrics in the class handbook for grading on production quality.

- This film must have a TRT (total running time) of exactly 30 seconds (you may also make a :60 version, provided you also have a :30 version)
- No traditional film credits or titles
- 10 frame fade in / fade out to black
- Must include a sound track (may not be silent)

### **Project folder must include**

- Script, written in the proper format (typed)
- Complete storyboards
- Shot list
- Budget and time sheets
- All talent releases
- Typed list of credits, including cast and crew

### **Grading**

10 points –critiques

55 points – finished project (overall)

10 points – adherence to due dates (each element completed on time)