COMMERCIAL/PSA PROJECT

DIGITAL VIDEO

Mr. Weisbrod

OBJECTIVE:

The idea behind this project is to do a short project that focuses on the essentials of communicating a story in a short period of time. You might tend to think that means that this assignment is easier, but it's actually still pretty difficult to do well. You are going to need to keep everything really trim in this project – you don't have time for anything that's not essential to the storytelling, so keep the idea focused.

PROJECT REQUIREMENTS:

The assignment is going to be relatively wide open, but you will need to adhere to the following essentials:

- The subject of your Commercial or PSA needs to be school appropriate (duh)
- ONE 1-minute or TWO 30-second projects. You may NOT do one 45-second and then one 15-second commercial, for instance. (Commercial time-slots are sold in 30-second units.) You also cannot go over 1-minute. But don't focus on this issue too much at the beginning: We can always trim things down through editing. Being too long is better than being too short, because it's easier to trim things down, but you can't make things up after a certain point.
- May be about an already existing product (or a new one)
- MUST include a "tag line" (we will talk about this in class, but a good tag line can actually help you form your ideas greatly)
- Every story has a "reveal" – where is "the reveal" in your project?

GRADING:

You will receive three separate grades in the following areas:

- **Filming:** You will be evaluated on how well you filmed your project. Did you use the camera as an appropriate tool to visually communicate what's happening in you video?
- **Editing:** How well did you edit your project together. This will include technical issues, but will also take into account other artistic considerations, such as color balance, transitions, etc.
- **Storytelling:** Finally, you will receive an overall "storytelling" grade. This is where you will receive a grade based on how well your story is understood by the audience. Using filming and editing together, you have created a visual language. How well can we understand what you are "saying" through your video?