

Names:

Date:

Club Commercial Project

Challenge: Create a 30 second commercial for a Saline-based club. These commercials will be used throughout the year to promote club events and possibly be show on the Jumbotron at football games.

Requirements:

30 seconds (no more no less)

Engaging (fast paced to keep interest)

Music

Limited talking

Quality

The timeline for this project will be as follows:

- | | |
|-----------|---|
| DAY 1-2 | brainstorm for project ideas, write a project proposal & get teacher approval _____ |
| | set up meeting with client: _____ / _____ (date/time) |
| DAY 2-3 | write script/storyboard and get teacher approval _____ |
| DAY 3 | complete storyboard and get teacher approval _____ |
| DAY 4-5-6 | shoot all video and audio; import and review footage |
| Day 7 | search for music and create rough cut edit |
| Day 8 | get peer feedback and revise to final edit |

*TEACHER MUST INITIAL ON EACH LINE PROVIDED IN ORDER TO PROCEED TO NEXT PHASE OF PRODUCTION.

Wrapping Up

Before exporting & concluding the project, I would like you to review the following things. Check each step upon completion:

- ☐ **Length** (Commercial = 30s)
- ☐ **Captures audience attention**
- ☐ **Is professionally produced**
- ☐ **Good sound quality and levels** (not in the red)
- ☐ **Music is “royalty-free”** (legal to broadcast)
- ☐ **No jump cuts**
- ☐ **Proper spelling on ALL graphics**
- ☐ **Check the spelling AGAIN**

Now, show the video to 3 others in the class. Have them make 1 or 2 improvement suggestions below and sign their name to it.

After making improvements:

- Export and turn in on Server
- Turn in this sheet to the IN BOX for grading.

	Points Possible	Points Received
Length	5	
Professional Production	5	
Video (shot) Quality	10	
Audio Quality	5	
Editing	10	
Effectiveness	10	
Participation (TOT)	5	
<i>Total</i>	<i>50</i>	