

Character Education Commercial Project

Goal

Create a commercial that, in 30 seconds, teaches the character education word you drew. This is not a comedy. This is to be taken seriously.

OBJECTIVE

Students will research statistics and information about the character trait chosen and create a video that will convince others to live that trait.

DESCRIPTION

WE all know it is important to live with good character. Create a video commercial (under 2 minutes) that will show your peers the good character trait of a particular word and persuade them to live that way.

KEY STEPS:

1. Download video and audio segments that help exemplify your character word
2. Make sure the focus of your commercial is to convince people to live by the character word your commercial is about. Make sure you define the word clearly and the traits of a person who lives that character trait.
3. Find the pictures you want to use, and Videotape the scenes in the order of your script, if at all possible, to save editing time later.
4. At the editing station, load your music, then add the scenes to fit the music.

Assignment Start Date: Dec 7_ Assignment Due Date: Dec 15 (beginning of class)

HINTS: _ Store your footage ON YOUR FLASH DRIVE

- _ Pick songs that are school appropriate—don't waste time bleeping out words!
- _ For extra effect, have your scenes run the opposite of your score!
- _ Remember that even the most normal activities can seem interesting with good music and interesting angles!
- _ When you're taping, give yourself plenty of angle variety. Notice that in most professional commercials the average scene lasts three seconds or less.
- _ Fade out of the song if you don't have enough footage—don't keep replaying the same scenes to fill up space; you'll bore the viewer!
- _ Try special effects either in the camera or at the editing station—but not too much.

MUST HAVES:

Footage you shoot
Video you download
Music
Pictures
Transitions
Persuasive Message
Exported and labeled correctly
Spelling Correct
Title Slide