



# Creating a Monroe Commercial

**Objective:** To create a commercial using one or two advertising strategies to promote something on campus that can be played on our news broadcast.

## Production Team & Responsibilities

_____	_____
_____	_____
_____	_____
_____	_____

## Choose your Advertising Strategies and Product/Service:

\_\_\_\_\_

**Step One** – Create a storyboard **and** shot list. Your storyboard should show an opening image, any text you plan on adding or dialogue, and a closing image. If you are planning to video tape, you must have a shot list also. Your teacher must sign these off on these before you go any further.

\_\_\_\_\_Storyboard

\_\_\_\_\_Shot List

**Step Two** – Adding images and/or Filming. ALL of your images should be high resolution. Make sure you keep track of what websites you use for online images, so you can give proper acknowledgement on your credits slides. If you are filming, be sure your actors rehearse before you start to film. You should use a tripod and control background noise. If you are using someone else's video, make sure you follow [Fair Use guidelines and give credit for their work.](#)

**DEADLINE – FRIDAY, FEBRUARY 12, Must be exported and uploaded to Google Drive**

**Step Three** – Adding effects, titles (credits), and transitions. Effects should be appropriate to the video and its message. Titles should have no spelling errors or grammatical errors. You should include a credits slide listing members of your group, their positions, any resources (images) you added from the web, and credit for the music you used.

**Step Four** – Adding music, voice over and sound effects. Music should enhance or add to the message in your ad. Make sure you follow Fair Use Guidelines (See above link) for using music.

**Step Five** – Peer Review – When you are completely done with the editing, show your film to 2 different people not in your group. Have them complete the Peer Review Sheet, and attach the two sheets with this paper when you turn it in.

**Step Six** – Final Editing – Thoughtfully consider the suggestions and changes on the review sheet and make any final adjustments to your movie. Then export the video, name it with title of your commercial. Put the title of the file here:

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After export, upload it to Google Drive and share with your teacher and all members of your group.

**Step Seven** – iMovie Rubric Self-Assessment Each person in your group will complete an iMovie Rubric in pen as an evaluation of your movie. Add any comments you would like to add about the video, your teamwork or anything else about the process.

**Step Eight** – Turn in your paperwork, with all papers stapled to the back of this form:

- Storyboard
- Shot List
- One Peer Review Sheet by \_\_\_\_\_
- One Peer Review Sheet by \_\_\_\_\_
- iMovie Rubric by each individual in your group

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