

Entrepreneurship - Commercial Assignment

Students will work in pairs, with one group of three. Each individual will be responsible for creating their own commercial for the business from their business plans from class. Pairs were assigned so students have someone to help with cameras, etc. Students will record the commercials in clips with a digital camera, and use Moviemaker to edit the clips to their final products.

- General timeline for project
 - Tuesday, November 05: Get in groups plan commercials, write scripts for the commercials, start recording if time allows.
 - Wednesday, November 6: Work day for those present
 - Thursday, November 7: Day to record and edit/finish commercials. Due at the end of the Day
 - Friday, November 8: Finishing touches to commercials – first 10 minutes of class. At 11:40, Publish commercials. Begin watching them in class at 11:45

Have fun with this assignment. Commercials can be funny, creative, clever, but must be appropriate for school.

Requirements:

- Commercials must be at least 30 seconds in length (a standard length TV commercial), but you are allowed to make them up to 60 seconds long.
- Commercials must include the student. (must be on tape and must speak)
- Commercials must be realistically advertising the product or service that you are trying to promote.
- You can download clips off of the internet (you will probably have to get them from home as video clips are not easily accessible through the schools network), but you cannot use all downloaded clips. At least half of the video must be recorded by you.
- If you want to use a song file, you will need to bring that from home as well. (MP3)