

**West Islip High School
Engineering Technology Department**

Video Project - Commercial

**Assignment: Creating a Commercial that
Informs, Persuades or Entertains
(1 to 2 minutes in length)**

Definitions:

TV commercials are created, developed, and subsequently aired to promote a wide variety of products or services that are typically marketed to individual consumers or business platforms.

Key Steps to Making A Commercial

- **Decide on the story you are going to tell**
 - Tell a story you care about
 - What is the purpose? **Persuade, Inform, Entertain.**
- **Research**
 - Learn everything you can about your subject.
- **Make a Plan**
 - Create an outline or storyboard.
- **Create a Shot List**
 - What equipment will you need?
 - What footage do you need?
- **Start Shooting**
 - Develop a shooting schedule
- **Begin Editing.**
 - Assembling footage to tell a story
- **Write an Audio (Voiceover) Script. (If Necessary)**
- **Record Voiceover (If Necessary)**
 - What equipment / software will you need?
 - Combine voiceover with video footage
- **Preview Final Video**
 - Evaluation
 - Does it tell the story you intended?
 - If Not- then what do I have to do?
- **Publish**

Date Assigned_____ **Due Date**_____