

CCA FILM FESTIVAL COMMERCIAL

Adv. Video/Film

TOPIC/TARGET AUDIENCE

Develop a 1-minute commercial to encourage CCA Students & Faculty to attend the CCA Student Film Festival. The spots will be aired on CCA-TV.

GOAL

In a professional and creative way promote the Envision Cinema CCA Student Film Festival. This is our primary fundraiser of the year for our program. Your goal is to bring more people to the show!

“OVERALL QUALITY”

This commercial should be of a much higher quality than anything you created in the beginning Video/Film course. Use all the tools and resources available, including FinalCut Pro, Motion, LiveType, and our guest artists, to create a professional spot.

GRADING

Storyboard	20
<i>(detailed, neat, clear , well-drawn design)</i>	
Video Quality	20
<i>(lighting, shot framing, shot composition, variety)</i>	
Sound Quality	20
<i>(clear, consistent, good levels)</i>	
Editing	20
<i>(clean edits, no flash frames/jump cuts, smooth transitions and/or graphics)</i>	
Content/Overall Impact	20
<i>(length, quality of overall project, would it “move” people to action)</i>	
TOTAL	100