

COMMERCIAL PROJECT

Storyboard

- Design one individually
- Pick best one for group to create
- Keep it simple!

Product

1. Must be a real product.
2. Must be able to bring product to school
3. Must be able to shoot commercial on Campus around F & G Buildings.
4. Must be approved by teacher.

Grading

Individual Grade:

- storyboard design/creativity

Group Grade:

- creativity
- writing/storyboard
- shooting/edit-in-camera
- group involvement

EDIT-IN-CAMERA TIPS

- don't turn camera off between edits
- wait 2-3 seconds each time before recording scene/audio
- tape it several times, cue up to best copy
- pre-roll