

30 SECOND COMMERCIAL

Your group will create a 30 second commercial for one of the following products:

A new cellular/smart phone OR

A new iPOD/music device.

The **target audience** for your commercial are current **HHS students**.

Your commercial video must be 30 seconds in length, NOT including credits.

Step 1 - Groups

- Create a group 3-4 people.
- After you have met with your group the first thing you need to decide is your topic. Choose a topic for the subject of your commercial (Phone or iPOD).

Step 2 - Roles

- Choose a name for your group.
- Assign roles in your groups. Show Mr.Olson a sheet detailing each persons role.
- Choose group leaders for the following parts of your project- Who will do the storyboard, who will film, who will act in what roles, who will photoshop a group logo, who will get the props needed, who will edit the video?
- Once you have chosen group leaders in each of the roles, remember, they are responsible for putting finishing touches on their areas, but **every group member should be contributing in each area.**

Step 3- Group Logo

One or two people will create a group logo in Adobe Photoshop. The dimensions should be 720 X 480 pixels at a resolution of 150 ppi.

Step 4- Group Storyboard

The other one or two people will complete a storyboard. You will need a new frame for each change of scene and camera angle. Submit the storyboard to Mr.Olson when you are done. I will copy it and hand it back.

Step 5- Film

Start filming!

Step 6- Editing Film

Every group member will edit their own 30 second commercial using the footage shot by the group.

Edit your film using Adobe Premiere.

If you have music for your video you will need to sync your music.

You will need to add credits at the end of your movie. Credits must include names of all group members as well as your individual logo. The new group logo must be included as well. Credits should also include editor, actor, all jobs you assigned in [step 2](#).

You also need to include the following text: A TGJ3M Production. Filmed on location at Hillcrest High School.

Step 8- Saving and exporting

Save your film in your D: TGJ3M /digital video folder as: groupname_commercial.avi

Burn at least one copy of this video on to a DVD.