

CAMPAIGN TV AD 2016

Commercial

For this assignment, you will pick a political candidate and create a 60-second commercial that focuses on an issue and that promotes one of the candidates. Commercials can either support a certain candidate or disprove an opponent.

Answer the following questions to begin:

1. Target Audience: Who do we want to reach with my message?
2. Message: What is our message? What do we want the viewer to understand?
3. Significance of Issue to the Public: Why is this issue important to the public?

Project Timeline:

1. **Choosing a Candidate:** Let your teacher know which candidate you are focusing on supporting in your AD. (DUE: 10/11/2016 – end of class)

2. **Research & Storyboard:** Complete some research that is necessary (facts/quotes/issues) that you can implement into your Ad. A storyboard is a visual representation of the different shots (shot sketches) in the order they will appear in the finished work, as well as audio (where the narration comes in, or if there is music over the shot). Your drawings can be simple stick figures. Get approval BEFORE you begin collecting photos, filming and editing your work. ***This is important to make sure you don't get in trouble for disrespectful/offensive content.*
(DUE – 10/13/2016 – end of class)

3. **Final Product Due** – We will be showcasing your TV Ads in class on Monday, October 17th. Your group needs to email me your final product before you come to class to mmorris@alpinedistrict.org.

Disclaimer: Remember the oath you took in class. No slurs, racial/gender remarks, or inappropriate language/images/etc on the film. If you are not sure if it's appropriate, get approval from your teacher. If you violate these expectations, it may result in a failing grade.

Campaign TV Ad Rubric

TV Ad Components	5	4	3	2	1
Technical Aspects Video reflects effective planning, editing skills, use of narration and sound that add to the overall mood/message/theme of the piece.					
Creativity The message is told in unexpected or novel ways. Elements in the message are woven together with insight and imagination grabbing the attention of the intended audience.					
Clear & Relevant Message The message of the TV Ad is easy to understand and is <i>relevant</i> to the 2016 Election.					
Facts The message is based on accurate and verifiable information. Opinion or bias expressed is based in and supported by fact. Source information has been verified and documented.					
Persuasive The TV Ad is convincing and makes the viewer to support your cause/message.					
Collaboration Work load was shared among all members of the group. Students effectively worked together as a team.					
Overall Quality On a scale of 1-5, what is the overall quality of the production?					

Total: _____ / 35

Scoring Guide:

5 = The highest score possible; indicates a highly effective use of a component. Exemplary demonstration of effort and achievement throughout the video.

4 = Accomplished use of component(s) is consistently demonstrated throughout the video.

3 = Elements described may be present, but are inconsistently or haphazardly applied.

2 = Effort is demonstrated towards incorporating the component(s) listed and described, but the desired results are not seen in the final product.

1 = Scores of 1 reflect the absence of the described elements.