

Television commercials are powerful tools to convince people to support a particular point of view on an issue or to purchase a product or service. These commercials attempt to appeal to viewers on an emotional level and to persuade them to feel obligated to subscribe to a point of view or to buy a product or service. Slogans, music, images, dialogue, and a variety of special effects are used to gain viewers' attention.

For the purposes of this learning experience, determine if you will only develop a plan, including storyboard, for the commercial or whether it will also be filmed. In many cases the outcomes of the learning experience can be achieved without shooting; however, conducting the filming and sharing it with others may provide additional motivation and enjoyment for students.

## Suggestions for Students

### Planning Your Commercial:

- Identify the issue, idea, or product that will be the focus of your commercial.
- Determine who the intended audience will be. In other words, who might be concerned about the issue you present, or the product you wish to sell?
- Watch a variety of TV commercials and note the most effective strategies used.
- Brainstorm a list of ideas and approaches you might use, and select the one that you think might be the most effective.
- Develop the strategy that you will use to get the viewers' attention and to convince them of the importance of your point of view or of your product.

### Preparing the Script and Storyboard:

- The script should be simple, focused, and use effective language.
- Consider using a catchy slogan that could be repeated in your commercial.
- Identify how many scenes you will have and the kind of camera shots for each. Develop this into a storyboard for better organization and filming.
- Write the script for each scene with reference to points you identified in the outline.
- Decide if the dialogue will take place "inside" the action, or if you will use a "voice-over" to provide background information. Keep dialogue simple and short.
- Prepare images, backgrounds, and props that you plan to use
- Keep in mind that most commercials run for only 30 seconds.
- If you shoot the commercial, arrange access to necessary equipment.

### Reviewing:

- Carefully review the outcomes and expectations of the assignment to make sure they have been met.
- Review the slogans, dialogue, images, and other strategies you have used to make sure they are effective and persuasive.
- Have a friend assess your plan and storyboard and provide any suggestions.
- Make final preparations for shooting.

### Shooting the Commercial (optional)