

Preparing To Create Television Commercials

Last week, we looked at many different television commercials. We discussed who produced each commercial, how it was made, and what the producer did to grab the viewer's attention.

Now I want us to use a commercial as a "mentor text" to help us create our own. Here's your homework activity:

- 1) Pick a commercial about a product that interests you. **Please note that you will be sharing this commercial in a school setting, so this product needs to be appropriate for school.**
- 2) Make sure to write down the search terms you used to find the commercial, so that you can find it again in class.
- 3) Think about your answers to this big question and these guiding questions:

Big Question: How would you produce a similar commercial?

Guiding Questions - Things To Consider:

- What information would you include? Why?
 - What image(s) would you include? Why?
 - How would you format your commercial (i.e., beginning, middle, and end)? Why?
 - What catchy phrase would you use to help your viewer remember your product? Why?
- 4) On sticky notes, a piece of paper, or a device that you have at home, write down some point form notes that show your thinking about the questions above. **You may even include pictures/diagrams in your notes in addition to words.**
 - 5) Make sure that you have a copy of these notes to share in class tomorrow.

We're going to have a look at what you shared, and then start planning commercials.