Video Production

1.1

Commercial/PSA

(Exercises)

Standard 1 – Exercises

Final Project

On the storyboards provided, develop two scripts. First come up with a product that you would like to create a commercial for. You will eventually shoot this commercial so make sure that your idea will fit your budget. Your commercial should be either 30 or 60 seconds.

Second, create a script concerning an issue you feel strongly about. Again, make sure that your ideas is doable. You will have to write, shoot, edit and present both ideas as part of your final product. Your PSA should be either 30 or 60 seconds.

***Pre-Production-***

During this phase you brainstorm ideas for your commercial and PSA and begin to write either a script or a story board. Once you have your ideas down then you need to organize your crew and develop a shooting schedule.

***Production-***

 During this phase of production you need to record all of your rough footage that you will edit.

***Post-Production-***

Once you have all of your footage then you can reserve a time to transfer your footage to a computer to edit. Contact Mr. Wright for edit bay reservations.

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