CREATE A COMMERCIAL

**Objective:** Create a 30-45 second commercial that illustrates your understanding of the following:

* The purpose of brand identity
* How brand identity is connected to the product, logo, and slogan
* How connotation is used to appeal to the target audience
* The importance of a professional outcome

**Assessment:** This project is worth 100 points and will be assessed using the following rubric:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **A** | **B** | **C** | **F** |
| **Learned Concepts Demonstrated**  *50 points (10 points per concept)* | Ad illustrates a clear understanding of each of all 5 of the following concepts and how they are connected: brand identity, logo, slogan, connotation, and target audience | Ad illustrates a clear understanding of 4 out of the following 5 concepts and how they are connected: brand identity, logo, slogan, connotation and target audience | Ad illustrates a clear understanding of 3 out of the following 5 concepts and how they are connected: brand identity, logo, slogan, connotation and target audience | Ad does not illustrate a clear understanding of at least 3 out of the following 5 concepts and how they are connected: brand identity, logo, slogan, connotation and target audience |
| **Creativity & Craftsmanship**  *25 points* | Ad is highly creative and original. The final product demonstrates your attention to detail and integrity in a professional product by using all available class resources are used well and professional editing | Ad is creative and mostly original. The final product demonstrates a strong effort to create a professional product using available class resources and professional editing | Ad is mostly creative and original. The final product has some errors in editing and makes limited use of classroom materials. Effort is made to meet basic expectations | Ad is unoriginal and/ or sloppy in its presentation. Class resources are not used wisely and lack of editing makes the ad difficult to follow or understand |
| **Investment & Group Effort**  *25 points* | Students completed each step of the project on time, did not need to be reminded to stay on task, all group members worked together and went above and beyond the project’s expectations | Students completed each step of the project on time, did not need to be reminded to stay on task, all group members worked together and met the project expectations | Students completed most steps of the project on time, only needed 1-2 reminders to stay on task, all group members worked together and met project expectations | Students did not complete most of the steps on time, **or** needed multiple reminders to stay on task, **or** did not work together to meet project expectations |

**Schedule of Completion:** Use the schedule/ checklist below to complete each step of the project thoroughly and on time:

* **Monday, October 10th and Wednesday, October 12th**

1. As a class, review project objectives, assessment and schedule
2. As a group, decide what product you will sell
3. As a group, complete the Core Ad Concepts handout

* **Monday, October 17th**

1. As a class, review each group’s product and brand name
2. As a group, create a script for your ad. Make sure to follow guidelines in the handout. You must turn the script in with the final product.
3. As a group, assign roles for group members. You **may not** use members of other groups
4. As a group, create a prop list and assign each member jobs for making/ bringing

* **Wednesday, October 19th**

1. As a group, create all props needed for commercial including: product, logo, costuming, scenery, etc.

* **Monday, October 24th**

1. Present your ad
2. Turn in the script and the Core Ad Concepts handout