

Serif MoviePlus Project 3



Commercial break

Project brief

In a team of five or six script, storyboard and produce a 30 second TV commercial to promote a new snack, health drink or youth product e.g. a new brand of computer game, trainer, MP3 player, mobile phone. The product could be something you have designed yourselves in a Design and Make Assignment for D & T. Your sales pitch should emphasise the fun nature of the product, while extolling its healthy ingredients or environmentally sound materials. Your initial proposal should identify the timeslot and channel of the commercial break that your ad will target, as well as the specific audience it is aimed at, explaining why you think this will be a successful marketing strategy.

Curriculum focus

D & T – Unit 8F: *The world of professional designers*; Unit 07bi *Designing and making for yourself, Focus: food*, Section 14 *FPT 8 – marketing*; Unit 07bii *Designing and making for yourself, Focus: resistant materials*; Unit 07biii: *Designing and making for yourself, Focus: textiles*.

KS3NS English framework - Year 7 *Text & sentence level*, Writing 15 – Write to persuade, argue, advise; *Drama 16* - Work collaboratively to devise and present scripted and unscripted pieces, which maintain the attention of an audience.

Movie genre

TV commercial for a new product

Learning objectives

- To understand the role that marketing and promotional activities play in product development
- To appreciate that producers use a range of techniques to persuade and influence opinion
- To recognise that TV commercials follow certain conventions that can be challenged
- To develop characterisation, a script and storyboard for a commercial
- To film the ad using a variety of shots
- To use MoviePlus to edit the video
- To construct a soundtrack for the edited commercial using voiceover, music, dialogue or other appropriate audio
- To export the movie in a suitable format for viewing

What you need

- DV camera and tapes
- Tripod (optional)
- Suitable props, including the product
- External microphone (optional)
- Serif MoviePlus

Project outline

Pre-production

- This project could be undertaken independently, or as an extension activity at the end of a DMA (design and make assignment).
 - View and discuss as a whole class several examples of TV commercials for similar products to the ones your pupils will be advertising, focussing on editorial viewpoint and message, intended market/audience, persuasive language, style and filmographic techniques, including audio, special effects, cuts, cutaways, type of shot, and mood.
 - In groups write a proposal and treatment for your commercial.
 - Plan, script and storyboard the movie in detail.
 - Prepare a set and any props.
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Production

- Film the commercial using a variety of shots, viewpoints and other techniques.
- Include product shots or other footage for cutaways.
- Capture dialogue and ambient sound, but wait until after editing to record any voiceover dialogue separately to fit timings. Try to minimise unwanted ambient sound (ambience) and use an external microphone if possible to maximise the audio you do want to record (source): this is known as maximising the source/ambience ratio.
- Record any sound effects or original music.
- Take any still shots with a digital camera.

Post-production

- Make a project folder for each group with another folder inside it called *project_assets*. Save all your still images and audio to this folder.
- Connect your camera to a suitable PC, making sure it's set to Playback mode. Open MoviePlus, select Start from scratch on the *Startup* menu and choose a suitable project setting – either DV PAL or DV PAL Widescreen are standard UK formats. Choose as high a resolution and quality as possible at this stage: the movie can be resized and compressed later.
- To transfer your video footage from your camera to your PC, choose *Capture* from the Tools menu or click the *Capture* button, then use the controls under the preview window to play and pause the tape in your camera to find the footage you want to use. Choose whether to save all your scenes as separate files (recommended) by clicking in the *Split files by scene* check box. MoviePlus will automatically name and number your files.
- Start to play your video source a couple of seconds before the point at which you want it to start, then click Record. Click Pause if you want to fast forward to another part of the tape, then Pause again to resume recording. Click Stop when you have all the scenes you need.
- Name your project and save it.
- Use the Explorer pane to navigate to the assets you have saved. Drag these and the clips you have captured to the Timeline. Use the skills learned in the introductory lesson to sequence and edit the movie:
 - i. drag and drop video clips onto Video Track 1 or 2, and sound files to Audio Track 1 on the Timeline [**Lab 2: Video sources**];
 - ii. play back, rewind and pause a sequence [**Lab 3: Previewing your project**];
 - iii. zoom in on the Timeline to view it in greater detail [**Lab 2: Video sources**];
 - iv. trim a clip by adjusting its start and end points. [**Lab 4: Trimming your video**]
- Preview and save the movie regularly.
- Insert transitions between scenes and special effects that add authenticity and interest – commercials might use several of these.
- Read the voiceover script aloud while previewing the video and make revisions to fit the timing.
- Record the voiceover and save it to your assets folder.
- Use the Explorer pane in MoviePlus to open this folder and drop the voiceover audio files onto Audio Track 2 on the Timeline.
- Adjust the volume at appropriate points, or add additional sound effects on Audio Track 1. Preview and edit the soundtrack.
- When you are happy with your movie select the Export button on the Standard toolbar and choose MPEG Video (*.mpg) as the file type, VCD PAL from the template list and set the export Quality to High, then click the Export button. When MoviePlus finishes composing your movie you will be able to view it in your computer's default media player.

Extension/differentiation

Design a poster or flyer to advertise your product using Serif PhotoPlus or Serif PagePlus.

Criteria for success

- The purpose and message of the commercial are clear.
 - It addressed its intended market and TV audience persuasively.
 - The approach and format were original and effective, whether following or breaking with convention.
 - Camera work was good and used a variety of shots.
 - The editing included different types of cut, cutaways, transitions, overlays and had good pace
 - The quality of soundtrack and voiceover were good and added authenticity/mood.
 - The commercial kept to the agreed time limit of 30 seconds.
 - The group collaborated well as a team.
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