

Assignment - Commercials and PSA's

The format of a commercial or Public Service Announcement is very simple - What do we hear and what do we see? Then put it in two columns in a document.

Let students imagination run wild with an assignment that they won't film. But let them go through the writing and planning process.

Commercials - 15 second commercials and 30 second commercials

Product - Kleenex, electric car, headphones, dish soap...your choice. (Big Budget not for filming)

Create a product.

3 steps writing:

- Write the script
- Storyboard the script
- Shot list the storyboard

Then do a version that they will film and see how they do with those constraints.

Watch commercials and PSA and deconstruct so that they can build their own. Simple is sometimes the best.

PSA - 15 seconds and 30 seconds

Same as above but choose subject matter that students are passionate about or get them passionate about something - show a documentary on an interesting topic then follow up with PSA writing exercise.

Big budget that they don't film and then perhaps something closer to home that they do film.