

West York Area School District

Video Production Lesson Plan – Business Commercial Project

Name: Mr. Gregg Shulenberger

Course: Multimedia Video Production

Learning Objectives:

Video Objective- Students will incorporate learned skills from the first three video projects in the production of this assignment.

Business Objectives- Students will understand the importance of market research, interact with an entrepreneur, and experience working for a client.

Career Education and Work Standards:

13.1.11.A- Relate careers to individual interests, abilities and aptitudes.

13.2.11.E- Demonstrate, in the career acquisition process, the application of essential skills.

13.3.11.C- Evaluate conflict resolution skills as they relate to the workplace.

13.3.11.E- Evaluate time management strategies and their application to work situations.

Engagement Activity:

As a class, students will watch 3 or 4 different commercials. After watching each, they will write down and then discuss in small groups the target market. A class discussion about each commercial will happen after all the commercials are watched and discussed in small groups.

Vocabulary:

Demographic, target market, marketing strategy

Project:

Students will research, create and produce a television commercial for a local business in the West York area. Students will start by researching and understanding the demographics of the customers their business would like to attract. They will meet with the business owner in the classroom to discuss the business, any marketing/promotional opportunities to include in the commercial, requirements the business owner has for the commercial and any other information they might be able to gather about the business and industry from the owner. Students will create a storyboard that outlines the ideas they have for the production of their commercial. This storyboard will be reviewed and discussed with the group by the teacher before they can begin production of their commercial. Once production is complete on all commercials, the business owners will return to the classroom and along with other teachers, review and evaluate each commercial with the students. Feedback will be provided based on creativity, appeal to target market, business owner's requests for commercial, video production and editing.

Summarizing Strategy:

At the end of the project, each student will review all feedback and provide a reflection that evaluates their participation in this project, as well as the participation of their group members.

Commercial Project

Your production group has been hired to produce a 30-second commercial for a local business. The business owner will come in and meet with your group to discuss their business and the type of commercial they would like to see. Your job will be to collect information about their business, what type of commercial they want (funny, serious etc.), where they would expect to show the commercial (television or internet) and any other requests or restrictions they might put on you for the project. You will have almost 2 weeks to plan, organize, record and produce the best commercial possible for your business. You must use all of the skills and knowledge you have learned so far in this class on video production and the software to make the most appealing commercial for the target market of each business. It is critical that you consider the audience and whom the commercial should appeal to when you are making this commercial. The business owners will return at the end of the project to provide feedback and select the best commercial that appealed to the right market and met the project guidelines. You will be graded on meeting deadlines, content, creativity, use of time during class and basic video editing skills.

Tentative Schedule:

Preliminary Storyboard Due 10/3

Finalized Storyboard Due 10/4

Prepared for Recording 10/7

Record Dates 10/7 – 10/10

Final Copy of Commercial 10/11

Grading Rubric:

	4	3	2	1
Deadlines	Student met all of the deadlines	Student met most of the deadlines	Student met some of the deadlines	Student met a few of the deadlines
Content (x3)	Content met all requirements and was completely appropriate	Content met most requirements and was mostly appropriate	Content met some requirements and was somewhat appropriate	Content met few requirements and was not appropriate
Creativity (x3)	Idea was original and commercial was well thought out	Idea was original and commercial was mostly organized	Idea was borrowed and commercial was somewhat organized	Ideas was completely copied and commercial was not organized
Use of Time (x2)	Used all of class time efficiently	Used most of class time efficiently	Used some of class efficiently	Used very little of class time efficiently
Video Editing	Commercial has no obvious editing mistakes	Commercial has 1 – 2 editing mistakes	Commercial has 3 – 4 editing mistakes	Commercial has 5 or more editing mistakes