

TASK 6: CREATING A VIDEO COMMERCIAL

Objectives

Students are able to:

- Actualize their ideas in an video commercial
- Work in team in creating video commercial

Introduction

Video commercial is a type of advertisement that combines the visual and audio, so that the intended message will be delivered and received by the audience appropriately. Commonly, the duration of video advertisement is approximately 30-120 seconds. Advertisement maker must be able to prioritize the information to be displayed in a short time.

Instrument and Material Preparation

- Laptop/ Computer
- Internet connection

Activities

No	Activities	Duration
1	VP and department staffs learn about several suitable advertisements for the company. Also, learn about the assessment rubric of video commercial in VCI portal to obtain the best assessment. Consult this with videography expertises.	15'
2	Appoint the leader of the video commercial making. He/she should show his/her creativity and interest in videography. Discuss the following things: <ul style="list-style-type: none"> ▪ Theme and messages to be delivered. Use blank paper to create the story board of each scene to actualize your ideas so that they may be manifested easier. ▪ Determine the required tools to record both the video and audio. You may use simple tools such as handphone or professional camera. ▪ Determine and choose individuals who will role as the model of the advertisement video. They shoul be able to represent the determined idea. Model may be from the external entity. ▪ Choose the appropriate time for the shooting. You should know that outdoor shooting will be affected by sunbeam and weather while lighting insufficiency is for the indoor one. Learn properly on lighting so that you will have optimal result. ▪ Choose the appropriate place. You will not be able to manage the sound distortion which occurs during outdoor shooting. Use high-tech tools in solving such problem. 	50'
3	You may edit the video by using simple software such as Windows Media Player or the advanced ones: Pinnacle or Adobe Premier. Use available animation features if you want to add some attractiveness in your video. Make sure that the duration of the video does not exceed the determined time	50'
4	Show the final video to the staffs and facilitator so that they may provide their feedback for improvement.	10'

5	Upload the final video to particular sites such as YouTube or Google Drive, then send the URL to VCI for the advertisement video competition	
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Output

- Script and story board
- Video Commercial

Online Activities

- How to make a video (<http://www.wikihow.com/Make-a-YouTube-Video>)