

TV Commercial Assignment

Due: _____

For this assignment, you will work with one other student as a partner. If everyone does his or her fair share of the work, both members of the partnership will earn the same grade.

Your partnership will prepare a strategic message planner, a script, a storyboard and a video of a 30-second TV commercial for a consumer product -- a tangible good. (We won't grade the storyboard; just roughly sketch out each shot so that you visualize the entire commercial before you shoot it.)

You may choose your own product. However, your choice must fall within these rules:

- It is sold at retail for less than \$20.
- It cannot involve alcohol, tobacco or firearms.
- It cannot be a business or service (unless you get your professor's permission).
- It must result in work that you'd be proud to show a potential employer.

Please follow the document guidelines in your book for TV scripts, storyboards and SMPs.

Please see your professor with any questions.