



# OKM Production Graphics 8

Mr. B. Wright – blain.wright@sd23.bc.ca

## TASK #4 – COMMERCIAL

During this task students will create an INTERESTING & CREATIVE Commercial providing examples of a variety of Camera Techniques (MAD) and proper Video Composition Techniques

### Objectives:

1. Students will brainstorm their ideas.
2. Students will develop a STORYBOARD for their film.
3. Students will incorporate the variety techniques and composition rules.
4. Students will develop their filming and editing skills.
5. Students will develop an understanding of marketing products.

### Checklist

- ◇ Brainstorm
- ◇ Storyboard
- ◇ Provide an understanding of Target Market
- ◇ No longer than 1 Minute
- ◇ Soundtrack



### Roles:

- ◇ Camera People
- ◇ Subjects/Characters
- ◇ Storyboarders

Students will share and rotate through the various roles as much as possible.