

INSTRUCTIONS TV AD (TC1 & TC2)

You will be per teamwork 3 TC1 and 3 TC2, and you will have to create a video clip to promote your new magic innovation

YOU ARE A TEAM, SO WORK AS A TEAM!

The video will have to last between 3 and 3.30 minutes. It has to be made with Windows Movie Maker and will be recorded under the format WMA exclusively

The speaking time must be shared between every person of the group!!!!

Regarding the creation and the presentation of your TV Ad, you are totally free. Be creative and the best one will be rewarded during the ceremony.

You will have to give us back your TV ad on Thursday 5 February. We will wait for you in room 122 between 5 and 6 PM.

Last but not least, do not forget to use accessories and clothes in your tv ad in order to make your ad as convincing and original as possible

THIS WORK WILL BE MARKED for the TC2 SO DO NOT FORGET TO RESPECT THE DEAD LINE!!!

Create a video clip to advertise a product or service

Preparation

Step 1: Work with your partners

Step 2: Study the subject given by the students of the English Week project (A Magic Innovation)

Step 3: Do a brainstorming with your partners to build a good scenario to promote your product (Magic Innovation); make a list of all the elements you need (the characters, the slogan, the music, the setting)

Step 4: Write your script; remember you must convey a message to the audience who will not know what you're going to do or say

Step 5: Shoot and edit your video clip, make sure it's readable on a videoprojector; pay particular attention to the sound (use good microphones)

English Week

A selection of the best tv ads will be shown in the amphi on Friday 6 February during the English Week. There will be a jury and prizes for the best tv ads.

There will also be a mark for activities, as usual

Criteria

Timing: 3 minutes to 3'30 minutes max! this is imperative

format: WMV this is imperative

originality, quality of scenario, language skills and fluency, promotional tone, good slogan, good acting, dynamism, visual quality

For further questions, please contact me nathalie.motte@univ-ubs.fr