

Commercial Due November 20

1. Choose a product to advertise. It can be real or made up. Due 11/12
2. Brainstorm how you want to advertise it. **100 pts.** Grade _____ Due 11/12
3. Make an outline of your commercial. **100 pts.** Due 11/13
 1. *You should buy our product/our product is the best*
 - A. Reason #1
 - B. Reason #2
 - C. Counter Claim
 2. Recap
4. Use two of the three ethos, pathos, logos.
5. Use at least two propaganda techniques.
6. Make a eight square storyboard of planning your project. **100 pts.** Grade _____ Due 11/14
7. Write a script for your commercial. **200 pts.** Grade _____ This will be graded for conventions and content. Due 11/18
8. Produce a video of your commercial to present to the class. 200 pts. Due 11/20

Period _____

People in group:

Rubric for video

	4	3	2	1
Completely Organized				
Ethos, pathos, logos	at least 2		1	
Propaganda technique	at least 2		1	
Team work	All participate	most participate	some participate	
Video Creative	Super	Good	Average	Poor
Video Quality	Super	Good	Average	Poor
Je ne sais quoi	Super	Good	Average	Poor

Brainstorm Paper Grade _____

Product Choice: _____

IDEAS

OUTLINE Grade _____

Why buy product	1.
Reason 1 Ethos, pathos, logos Propaganda	
Reason 2 Ethos, pathos, logos Propaganda	
Counter Claim Ethos, pathos, logos Propaganda	
Conclusion	