

INFORMATION / INFOMERCIAL Video

- This Infomercial video must explain why something is important to do, to purchase or to avoid.
- Video can be between 2-5 minutes in length
- The video may use a story to share the purpose. (The purpose/information must be stated.)
- May use people, dolls, legos, teddybears, fruit/vegetables, ...
- Recommend groups sizes 2-3 people
- BEFORE FILMING, the teacher must verify these exist
 - Completed Summary, Script and Storyboard
 - Completed MEDIA RESPONSE SHEET
- May contain Text, Special Effects, Animation, Green Screen

Assessment:

- [7pts] Entire video is school appropriate, interesting and engaging
- [7pts] Between 2-5 minutes of video with full audio (including music and/or voiceover)
- [7pts] Best possible quality audio recording, including voices (may have an audio effect)
- [14pts] Quality of Storytelling and use of Video (shots, angles, zooms, etc.) to good effect

TYPES OF SHOTS IN FILM

