
What makes AVID great?

Create-a-Commercial

Hyperdoc

EXPLORE: Commercials as Short Stories

Pretty sure we all watch TV or YouTube ...
which means commercials, commercials, commercials!
Commercials are usually just short stories!



1) Let's watch a few and see what we notice about commercial “text.”
Turn-n-talk to a classmate to share your commercial noticings!
“This commercial is like a short story because ...”

2) Find a NEW and interesting commercial that tells a story and add it on [THIS FORM](#).

3) Be ready to write about your noticings tomorrow.

Originally created by @sarahlandis and @kellyihilton adapted for AVID by @mamawolfeto2

Explore Digital Shorts:

Short Film Noticings

We can get **BIG** ideas from a short text! Digital shorts are a way that people share their stories with the world! Let's explore.

“Read” and experience the following short films -- choose from [THIS PLAYLIST](#), and remember to look for what makes an effective “short story.”

WATCH. THINK. JOT.

TITLE of FILM	I NOTICED ...	MAKES ME THINK:

In small groups, **DISCUSS** what you think makes these short films so powerful?

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- “One storytelling technique I noticed was ...
- “I felt _____ when I saw _____. The digital director did that ... “
- “One strategy I can try in my own digital short story is ...”
- “What impacted me the most was ...”

EXPLAIN: Prepare to Storytell through Film

Storytelling is an art form: in ancient civilizations, around a campfire, at a slumber party, as an author of a picture book or novel, on a stage, or in the form of film.

1) Watch a few more examples from [NextVista](#) and [GlobalOnenessProject](#), or use the ones you already watched. Think about the **storytelling element(s)**.



WATCH. THINK. JOT.

STORYTELLING ELEMENT:	WHY IT'S POWERFUL:	HOW I CAN CREATE THAT IN MY FILM:
use of color (black/white, etc)	visual way to show tone of story	include some black and white pictures, along with real video footage that is in color?
music only (no dialogue)		
monologue/dialogue		
zoom in for close-up		
pan out for setting		

2) Remember, the most important thing is **THE STORY!** Be sure you can plan out your short film in this way:

Title (1-2 words):	
Theme: (your big message)	What Makes AVID great?
Tone or mood:	
Characters:	
Problem:	
Events:	BEGINNING: MIDDLE: END:
Solution to problem:	
Extra: ??	

3) **Rehearse** by storytelling to classmates. Tell your story to at least 2 different people today by the **FIRE!** Be sure you know the **mood and tone** of your story, because you will only have 1-2 minutes of video to digitally storytell.

APPLY: Script Your Story: Audio + Visuals

First, check the [RUBRIC](#).

When planning your short film, consider your audience and tone! Do you want to make your audience laugh? Cry? Think longer about your big lesson? Are there **certain songs or sound effects** that will have an impact on your story?

1) Watch this simple [informational video](#), pay attention to **Audio + Visual cues**:

- “I can hear ...” and “I think the director chose those sounds because ...”
- “I can see ...” and “The visuals used help to tell the story because ...”

2) Now, it's time plan the **audio and visuals** for your digital short film.

When collecting sounds and images, be sure to give credit where credit is due! Here are some options:

- <http://search.creativecommons.org/>
- http://commons.wikimedia.org/wiki/Main_Page
- jamendo.com

Your Story Plan:

AUDIO (sound, song, dialogue, voice-over) 	VISUALS (pictures, moving video) 

Create: Digital Directors!

Remember to use your **GOOGLE LOG IN** and make sure all creations are able to be viewed publicly.

Program	Link	Application	Device
	Powtoons	Create animated movies, insert	iPad, Chromebook, Mac, Web
	iMovie	Create video: Can also import most clips from some of these other applications.	iPad, Mac
	WeVideo	Create videos online (web-based, collaborative)	Chromebook, Mac, Web
	Animoto	1. Movie templates that import photos and video (easy/fancy) 2. Class Promo Code: _____	Chromebook, Mac, Web

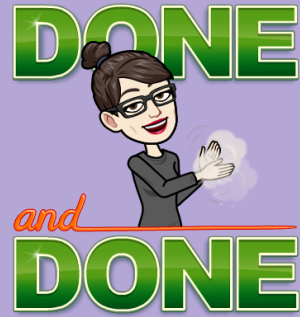
created by @kellyihilton

Workshop Time ... Ready, GO!

While you are creating your digital short story, remember:

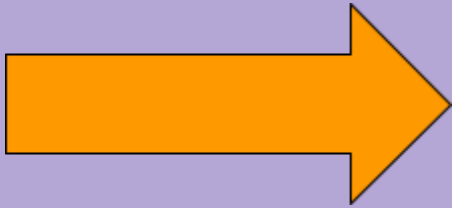
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- ❑ Get help from AVID family when needed
- ❑ Use effective **storytelling techniques!**
- ❑ Set a **mood** or tone with my audio/sounds and images
- ❑ Record a **voiceover** that is dramatic and engaging!
- ❑ Have **FUN!**
- ❑ Include **credits** at the end
- ❑ Keep it short (no more than 2 minutes)
- ❑ Focus on the story ... it's really all about the **STORY!**
- ❑ Be **creative**
- ❑ Make sure the story flows for the reader/viewer
- ❑ **Edit** any distractions out
- ❑ Provide a title in the beginning
- ❑ Other strategies to apply when designing your digital story?



Share and Celebrate!

You're done! Congratulations!



**Now, share your digital story
here using WAKELLET!**

- 1) Then, watch each other's digital short stories and prepare to be amazed by the work of your fellow classmates/designers!
- 2) As you celebrate, be prepared to **REFLECT ON THIS FORM:**
- 3) Please Turn In this HyperDoc on Google Classroom. Don't forget to double check the **RUBRIC LINK!**