



TV COMMERCIALS ACTIVITY

Description: To work in small groups in a cooperative way to create TV commercials of local (country) inventions.

Temporalization: during the month of November. Videos to be published on each local facebook between the 28th and 30th of November.

Please note it is not a competition, just an activity to promote creativity and deal with the topic of TV and TV commercial language. This activity can be done in your English classes (as the final video has to be in English) but you can work interdisciplinarily with teachers of music (to provide music background), arts, ICT, etc.

STEP BY STEP

Please select beforehand a set of local (country) inventions so that if students do not mention them, you can point them out.

Start with a brainstorm activity in which students say local inventions, try to elicit at least as many inventions as groups of 4 people exist. For example, in a class of 24 students, try to get at least 6 inventions. If this is not possible, two or three groups will work on the same invention. It does not really matter as their final product will be different for sure!

Provide the following instructions:

You are a local marketing company and you have received an order to produce a 40 - 60 seconds commercial for a national television about this invention: Please work in small groups following the following schema:

- 1) **PRE-PRODUCTION** (in class): Brainstorm your ideas, select the most original one, draw a storyboard and write the script. Are there actors/actresses? Do they speak? Is there a voice-over? Is there musical background or special effects?

It doesn't matter if the invention is old or new, indeed it could be fun for you to produce a tv commercial of an old invention as if it were a nowadays commercial or

even to get dressed and pretend you are 1950s actors and actresses, for example, to produce an old-style advertisement.

A storyboard is a picture in a comic-style to provide a visual aid to help setting the ideas and helping the directors/actors/producers to know what they have to do. It is something like this image. The little arrows show the camera movement and direction to provide more dramatism to the commercial.



2) **PRODUCTION:** (out of the class, in their free time, or accompanied by a teacher... it depends on your way of working)

Film the images, retake them as many times to get them as perfect as you want. Please focus on the product (invention) itself.

3) **POST-PRODUCTION:** (in class, in the ICT classroom, at home as a piece of homework...)

Post-produce the commercial. Paste the scenes, add titles/subtitles/images... add background music. Please make sure your commercial is no longer than 60 seconds!

FINAL PRODUCTS

The final videos will be watched in class after the deadline. If possible (legal regulations) share on your local C&C Facebook accounts not before the 28th of november. All videos will be added to our Vimeo channel <https://vimeo.com/album/4089475>. You don't need to send anything, the videos will be downloaded directly from your Facebook pages.

After some days, once everybody has uploaded their videos, please watch other country's videos with your students!