

TV COMMERCIAL

Green Screen Video

Outline:

Your job is to create a 15 – 20 second commercial that utilizes chroma key technology. The video can be edited in Premier Elements. You can work with 1 to 2 partners. Your commercial can include an actor and or a biped, 2D character, 3d or 2D elements, graphics, sound effects.

Video ideas:

Add your “actor” or subjects to.....

a movie scene, historical footage, interacting with rare animals are at exotic locations (works best, try battling a 2d or 3D character, duplicate your subject, etc

The product, event, service that you are advertising does not have to be real so use your imagination and think out side the box. Have fun!

Keep it school appropriate.

Notes:

1. If you plan on using existing footage to apply an “actor” to, be sure to search for high quality footage. (if using youtube consider adding “hd” in your search).
2. Filming in front of a green screen will require a tripod and several “takes”
3. Brainstorm ideas then be sure to search for resources you will require before beginning to shoot.

Videos will be judged on creativity, originality, and technical quality will also be considered.

Area of Evaluation	Awesome! 20 pts	Okay...15-19 pts	Needs Work! 0-14
<i>Use of class time</i>	All members stayed on task. Extra time outside the allotted class time was used.	Had to be reminded to stay on task.	Off task for most of class time given. Talking, inappropriate sites, late, absent, didn't meet deadlines
<i>Technical Quality</i>	Video and sound are very clear and of great quality. Very professional	Mainly good, some areas had room for improvement. ie. sound, green screen, camera	Little effort was made to ensure sound and video quality was good. Things didn't line up
<i>Creativity</i>	Wow! Above and beyond expectations. Unique idea that was executed well.	Some good ideas but lacked execution	Room for improvement. Didn't really think outside the box and/or the final product was throw together at the last minute.
OVERALL 60 pts			

Comments:
