

TV Commercial Pre-Production

Fill one sheet out per group and submit

1) Describes the type of video this is intended to be; comedy, informative, shocking, etc.,

2) Target Market: Who is this video targeted at? (age range, sex, location, income level, etc)

Story Board

Tasks: List everything your team will need to do and gather for this Commercial to work. Divide up the tasks to each group member.

Name	Tasks to be completed
Example <i>Bill</i>	<i>Find dog barking sound effects, Draw a dog to be animated in Flash, download SPCA logo</i>