Infomercial – Project #4

**1. Names of everyone in your group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2. List the Jobs of everyone in the group:
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3. Your product’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
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**4. Review these 6 shortcuts on “Science of Persuasion”.**

**\*\*\*Reciprocity - {Offer something free!}**

**\*\*\*Scarcity - {Limited number available}
\*\*\*Authority –{Have someone famous / important say that they bought/use your product}
\*\*\*Consistency –{Volunteer to try for 30 days NOW!}
\*\*\*Liking – People like others that are similar, cooperative, and give us complements. {Ask question of customers before getting down to business}
\*\*\*Consensus. – People look to others to make up their minds. {Have more than one customer who agrees that your product should be bought by all}**

**5. Script Writing:** One member of the group - creates a Google Doc and shares it with the other members. Beginning planning your script which should include:

a) Dialog said by everyone start 🡪 finish in “quotation marks”. Each time a different person talks press enter and state who is talking… often changing text colors helps! Include in your script backgrounds, sounds, and camera directions.

Ex: BACKGROUND: Infomercial image #1.
 \*\*\**Camera on John*:
 **John: “Good afternoon, my name is John. I was wondering if you ever had this problem.”**
 \*\*\*C*amera: Zoom out…John and Jane*
  *\*\*\* Sound Effects: Music #1 playing in the background while Jane talks.* **Jane: “Yes John, I can see that would be a major problem, but what could I do?”**

**Grading Rubric / Checklist**

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| **Script****(15 points)** | **\*All dialog present using “quotation marks.”****\*All backgrounds, camera actions and sounds present.** | **5 pts****10 pts** |  |
|  |
| **Video Recording****(10 points)** | **\*Background/ sound/ camera actions included in video clips.****\*Sound is recorded at appropriate levels.** | **5 pts****5 pts** |  |
|  |
| **VideoEditing** **(20 points)** | **\*Title and Credits added.****\*Extra sound is added somewhere in the video.****\*Time is close to 2 ½ minutes in length.\* Transitions/Effects are used throughout video** | **5 pts****5 pts****5 pts****5 pts** |  |
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| **VideoOverall** **(25 points)** | **\*Infomercial used 6 shortcuts of persuasion and included details (cost, availability, where to order).****\*Infomercial made us want to buy product.**  | **15 pts****10 pts** |  |
|  |
| **Overall Behavior****(30 points)** | **\* TV Studio behavior was professional.\* Job was completed without constant directions.****\* Worked well within the group and helped to complete project in a timely/ responsible manner.** | **10 pts****10 pts****10 pts** |  |
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