Infomercial – Project #4

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

**2. List the Jobs of everyone in the group:  
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**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** |  |
|  |
| **Video Editing**  **(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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| **Video Overall**  **(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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