**Multi Media Project, Second Semester/Spring**

**Frankenstein: Create Your Own Commercial**

(30 seconds to a minute max)

Task: You must sell a product that is fitting to the novel & it’s era (suggested by the novel: events, places, technology, commonplace items, etc).

* You must understand the story well enough to effectively depict it and how your product is “fitting”. Include elements of setting, appropriate costuming, etc..
* You must use light-hearted elements of humor.

Groups: will consist of 4: a pair from CP and another pair from AP. If there are extra or absent students, the *teachers will assign them* to quartets as a fifth member. Groups of 5 must do a longer commercial (1-1.5 minutes) to compensate for the extra brain power.

Resources: iPad carts, phones, Internet, BYOD, creativity!

Inspiration: think of modern commercials, they don’t always rush to putting actors in costumes.

* Be creative, going small has advantages: claymation, animation, stick figure flash, all make it possible to step into another world outside school easily. Consider how to make a controllable environment easily attainable, just using cameras with people in front of them is mundane. At least be creative, mime the commercial or do something else original.
* Also realize, beyond your grade, it is possible your commercial could be viewed by the senior class or a larger audience. Take it seriously… but have fun.
* Consider sound problems, the iPads have a mic, but no voice-over capability. Will you caption your commercial? Will you use some other method or additional technology at your disposal to “clean up” your sound? Use a blue-tooth mic to improve quality? Silent movie with cue cards? Make a short trial model of 10 seconds and see what your editing options are.

Outcome: Video of your commercial will be uploaded to Edmodo (more info on THAT later)

Time line (2014): Class time will be provided for collaboration, additional time outside of class hours, as needed, TBD by individual groups. (iPads *cannot* be checked out or removed from class).

* Fri. 3/21: Initial proposal of for commercial
* Tues. 4/1: Storyboard OR script for commercial
* W/Th & F 4/2-4 Filming/editing days
* Mon. 4/7 Final Product Due (uploaded to Edmodo by 3PM)