

Name _____

Period _____



Radio Commercial (100 Points)

The purpose of this unit is to give students a chance to design a radio commercial that will demonstrate and promote a product or service of their choice. Students will use the audio editing equipment in the classroom to complete a promotional commercial approximately 30 seconds in length that will be then saved to a CD.

Students will use the audio editing equipment found in the classroom as well as use of the sound effects files stored on the editing computer. Music can be used in the commercial as well with teacher permission. The completed project should be done in a professional manner so students will be proud to share with family, friends, and others what their product is about.

Time given to complete: Students will be given four (4) class periods in which to complete the design of their commercial. The four class periods includes all the time necessary to design, take, edit and create the commercial. All student ideas must be written out and approved by the instructor prior to being allowed to begin recording. Students will work in groups of three (3) in order to complete the commercial recording in the time allotted.

Students are free to design their commercial in a way that they feel best promotes their product or service. The commercial must be no less than 25 seconds and no longer than 35 seconds in length. It must describe the product or service as well as the cost of that product or service. It should also include a way potential customers can order the product. The advertisement may contain sound effects found on the editing computer, music, and vocal footage from the group members.

Each group is to turn in their completed commercial burned to a CD as well as a written transcript of their commercial. After all groups have completed the assignment, the commercials will be played back during a designated class period so everyone can hear what was done by others.

Examples of what to include in the commercial

- Background Music
- Jingle or a Slogan
- Sound Effects
- Conversation between group members about the product/ service
- Compare your product/ service to another
- Imitate famous people
- Price or price range of the product / service
- Quality of the product/ service
- Special features
- Any promotions- example: buy one get one free
- Warrantee/ guarantee
- Additional products/ services that work with your product/ service
- Side effects of the product/ service
- How to contact about getting the product/ service
 - Website
 - Phone number
 - Address/ location
- Any other ideas that you can come up with.....

Group Members _____

Radio Commercial Grading Rubric

_____ Was the **script** well designed and show careful planning of the commercial?
(25 Points)

_____ Was the commercial interesting and **explain the product or service** and its intended use? (30 Points)

_____ Was the commercial edited well and developed in the studio **professionally**?
(25 Points)

_____ Did the commercial include the **cost** of the product or service? (10 Points)

_____ Was there a way to **contact** someone about purchasing the product or service?
(10 Points)

_____ **TOTAL (100 points possible)**