

AVID “Promo Commercial”

A. GOAL

1. Create a commercial that sells Peninsula High’s AVID program and all its glory
 - a. what AVID is
 - b. why any 8th grader should choose OUR AVID program
2. Beat all the other AVID teams for a grand prize...

**We will vote on the 2 best in each class and then watch the final 8 in the PAC to vote on a champion.*

B. TEAM

1. The four people in your group will act as your creation team and filming crew.
2. Each person must
 - a. assist in planning the commercial
 - b. appear in the commercial
3. Each team will earn a grade **that carries to each student’s AVID class.**

C. COMMERCIAL FORMAT OPTIONS

1. Documentary Video – see college example
~Youtube – search “The University of Notre Dame Any Given Day”
*watch at least 3 minutes to get a feel of the set-up.
2. Music Video/Lip Dub – see last year’s winner

D. DUE DATES

1. Proposal = March 11
2. Storyboard = March 18
3. Video = April 1

E. BEGIN...

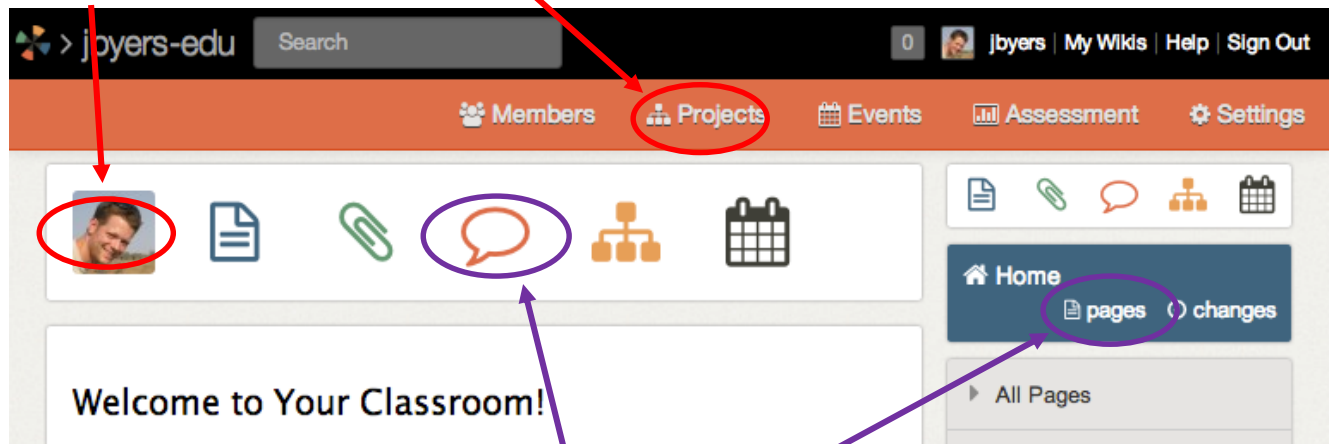
1. Go to www.pvphsavid.wikispaces.com
2. Sign-up for an account
3. Enter Code 4PFF93P

*See screenshot on back of this page.



4. On the Home page
 - a. click on Projects in the orange menu bar – here you will find your group

random guy...



- b. In projects, you will find
 1. All documents under “pages”
 2. To access your group, go back to “Projects”
 - a. **SAVE ALL WORK** on your group’s homepage
*teachers will grade it here...
 - b. Conduct all discussions on your group’s home