

# My Commercial



# Project

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**Project Name**

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**Creator**



# Commercial Project Outline

- Goal 1:**  
Create, compose, write, and produce a 60 to 90 second commercial for a fictional product.
  
- Goal 2:**  
Working in groups of four, each team will create a product and write the advertisement copy for the product.
  
- Goal 3:**  
Compose a piece of live backing music (*using classroom instruments*) that is played by the group while a piece of written "ad copy" is read by a member of the group.
  
- Goal 4:**  
Compose an ending jingle that is sung over the top of music created in QGrooves or QComposer.
  
- Goal 5:**  
Perform the commercial with product pictures, costumes, live music, and jingle music in front of a live audience.



# Commercial Project Grading Rubric

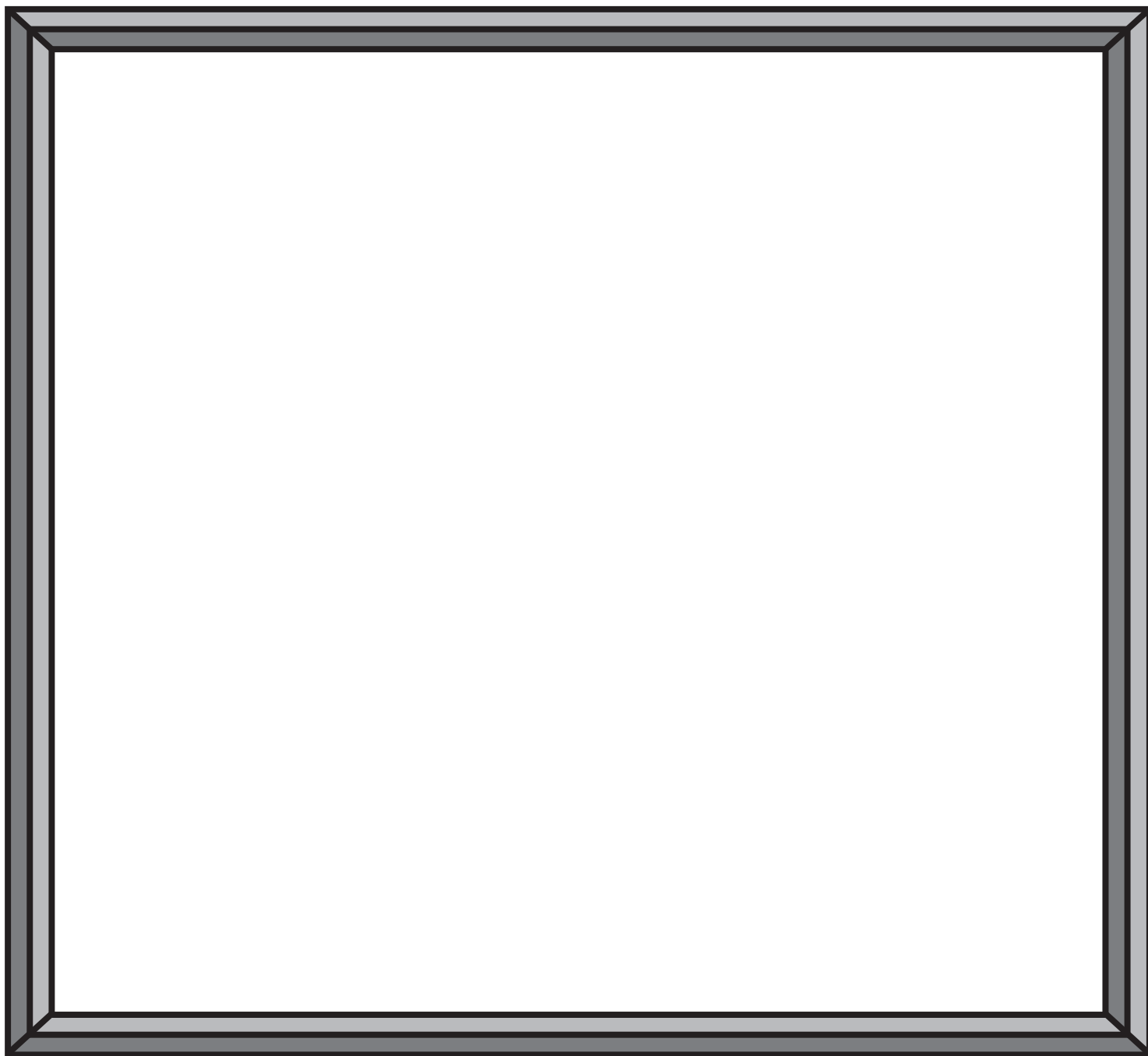
	<b>Exemplary</b> (10 points)	<b>Proficient</b> (8 points)	<b>Progressing</b> (6 points)	<b>Not Meeting Expectations</b> (4 points)
<b>Teamwork</b>	All students worked evenly on the entire project	Most students worked evenly on the entire project	Some students worked evenly on the entire project	No students worked evenly on the entire project
<b>Musical Composition</b>	All music was well written All live ostinatos were notated correctly Correct form Backing track was arranged correctly Music boosted performance	Most music was well written Most live ostinatos were notated correctly Correct form Backing track was arranged mostly correct Music mostly boosted performance	Some music was well written Some live ostinatos were notated correctly Incorrect form Backing track was arranged somewhat correctly Music sometimes hurt performance	Music was not well written Few live ostinatos were notated correctly Incorrect form Backing track was not arranged correctly Music hurt performance
<b>Script</b>	Well written script Time limits were followed Script focused completely on advertised product	Mostly well written script Time limits were followed Script focused on advertised product most of the time	Script was sometimes difficult to follow Time limits were not followed Script sometimes strayed from advertised product	Poorly written script Time limits were not followed Script did not focus on advertised product
<b>Commercial Effectiveness</b>	I'm sold! I have to have this product RIGHT NOW!	I like this product. Can you tell me just a little more?	I'm not very convinced that this product is what I need right now.	I have no interest in purchasing the product.
<b>Live Performance</b>	Live and recorded music blended together well and was well executed Purpose of product was clear Great creativity Commercial was well prepared for performance	Live and recorded music blended together most of the time Purpose of product was mostly clear Good creativity Commercial was mostly well prepared for performance	Live and recorded music was distracting or lacked balance Purpose of product was sometimes confusing Limited creativity Commercial was not well prepared for performance	Live and recorded music was unbalanced and distracting Purpose of product was completely unclear No creativity in design Commercial was grossly unprepared for performance
<b>Extras</b>	Great costumes Well designed product Flyers and printed media were eye-catching and informative Additional items enhanced the product	Good costumes Product design was good Flyers and printed media were informative Additional items mostly enhanced the product	Fair costumes Product design lacked clear purpose Flyers and printed media were somewhat confusing Additional items distracted attention from product	Poor costumes Product was poorly designed No flyers or other printed media presented Additional items did not support product in any way



Name: \_\_\_\_\_



# Commercial Project Product Picture





Name: \_\_\_\_\_

**My Product:** \_\_\_\_\_

**Ad Copy**

A large rectangular box with rounded corners and a thick black border, containing ten horizontal lines for writing ad copy.

**Jingle Lyrics**

A large rectangular box with rounded corners and a thick black border, containing ten horizontal lines for writing jingle lyrics.



Name: \_\_\_\_\_

# Commercial Project

# My Backing Music





Name: \_\_\_\_\_

# Commercial Project My Jingle Music

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Name: \_\_\_\_\_



# Commercial Project My Magazine Ad

A large, empty rectangular area defined by a dashed border, intended for students to draw or write their magazine advertisement.