




Television Advertisements



A commercial advertisement on television provides most of the money for a TV Station. Company's pay for TV Ads to sell a product or service. TV ads are short, usually around half a minute, and have been around since Television has existed.



Fig.1

-  What might this TV commercial in Figure 1 be promoting?
-  Explain why TV ads are short?
-  What were the circumstances for the first TV commercial?



Makers of a TV commercial plan by creating a storyboard. This is a series of panels showing what will be seen. A storyboard follows a timeline and gives an idea of such things as titles, camera angle and film technique. 🖋️



What are the advertised features of Cremex?



Why might the producers require a storyboard?



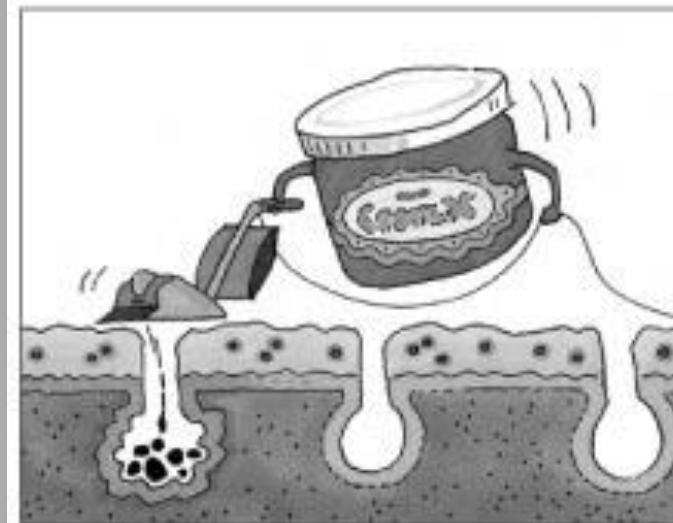
How is science used to sell Cremex?



"But new Cremex



kept my skin moist and



sucked out the grunge, so now



my skin is clear, clean and glowing!"


Often advertisements exploit some fear that the consumer has. Storyboards provide a narrative which shows how their product removes that fear. 

Fig.1



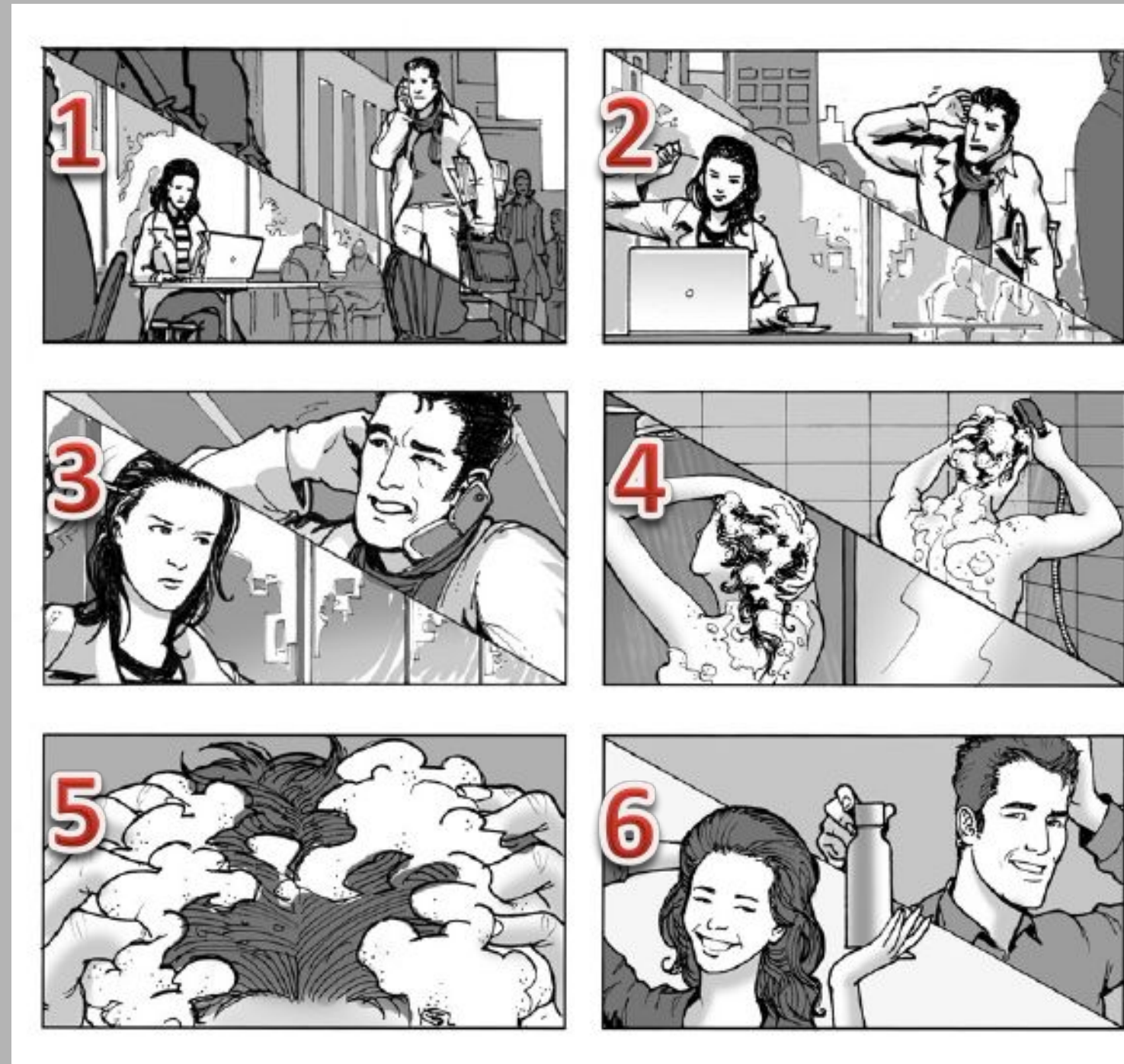
How long do you think this TV advertisement would be?



For each of the 6 cartoons in Figure 1 storyboard write a sentence for the narrator voice over.



What hidden fear does the Figure 1 storyboard exploit?



Steps in creating a storyboard.



1. Describe each thumbnail in point form. (it may be easier to try note down the first and last scene. Usually showing the problem and the happy ending your product provides)
2. Create a thumbnail sheet.
3. Sketch each scene from the view of the camera.



Create a storyboard for your product.

Consider:

- Whether you will have a narrator.
- If and how titles will be used.
- Location setting. (indoor or outdoor)
- How many actors are needed
- Important props. . (product or costumes)
- What type of shot (close-up, wide-shot, high angle? A low angle?)
- Do you need any camera movement. does the camera follow the actor.
- Special effects or computer-generated effects.
- Music or Sound effects.

A storyboard resembles a comic book. It's a useful tool for planning videos. A storyboard artist makes a series of drawings to give an idea of what the finished video will look like. Storyboards also give video makers an easy way to visualize what they need to record.

A thumbnail sheet.

A template for a storyboard thumbnail sheet. It consists of a 2x3 grid of rectangular frames. Each frame is followed by three horizontal lines for notes. A small circular icon with a pencil is located in the bottom right corner of the rightmost frame in the second row.

Use the lines to write down important information that describes in detail what the illustration doesn't show or enhances what is drawn in the frame above. For example, include any important dialogue, camera directions, scene numbers, or special-effects instructions.

Radio Commercials



- Radio advertising is between 30 or 60 seconds and promote products or services in a memorable way.
- Radio advertising is based on the idea of creating an audio-only environment and placing the listener inside of it.
- A typical radio spot features a voice over describing the benefits of a product. Important information may be repeated several times, such as contact phone numbers, addresses, website URLs, or a location of a store.
- Usually radio advertising uses Sound effects or music. Music often is in the form of a catchy song called a jingle will be used.



Sound effect: Drip, Drip, Drip

Announcer: You drink it.

Sound effect: Boiling water/steaming tea kettle

Announcer: Cook with it.

Sound effect: Faucet on full, dishes clinking

Announcer: It's there every time you turn on the faucet.

MUSIC: Up and under

Announcer: But what do you really know about your tap water? Do you know where it comes from? Or what's in it? You should. And now you can. Your water supplier will soon be sending you a short, new report about your water. Look for it in the mail. And when it comes, read it. Don't let this chance to learn about your drinking water go down the drain.

MUSIC: Out

Sound effect: Drain noise

Announcer: Learn more by calling your water supplier or EPA's Safe Drinking Water Hotline (800-426-4791).

CREATING A RADIO SCRIPT:

Your radio add is to last for about 30 seconds.

You need to have:

Dialogue. Either 1 or more people speaking.

Sound effects:

Music: It can be music you make or a song you like.

Narrator: Hi I am [mascot] Do you want a better life? At last you can have your dreams come true! Our product *mixiflix* will improve your appearance, get you many friends, make you healthy and happy. Mixiflix, [slogan]. Buy it now before stocks run out!

Test!

A	Paragraph
B	Students
C	Instructions
D	How to write a paragraph.
E	Instructions on how to write a paragraph.

Questions Menu

Expected Word Count

\$	Provide an extended text :	Yr10	Yr09	Yr08	Yr07
18	on anything.	35	30	20	10
16	on C.	45	40	25	15
14	on B.	55	45	30	20
12	on A.	65	50	35	25
10	using A format on anything	75	60	40	25
8	on Student & A.	85	70	55	30
6	on A & B	95	80	60	35
4	on improving A B or D.	105	90	65	40
2	on improving this module.	115	95	70	45
0	on E	125	100	75	50