

International Project ELOS

ONE DAY OF OUR LIVES IN LANDGRAAF

(OR THE NAME OF YOUR CITIES)

Today, there are more choices available for teenagers. What are the issues that impact you daily? Promote your city or region while you show your daily life with a 3 minutes commercial and share these commercials with schools from other countries.

Discipline	FILM		Task in own country	Yes
Subjects involved	Art & Culture		Task in foreign country	No
Group	Students 14-17 years		Share task on a website	Yes
Teachers involved: Art & culture teachers				
Materials / resources required	Internet access, Personal computers, beamer, video-camera's or/and camera phones, PPT			
Time Required	10/12 lessons of 50 minutes			
Focus Questions, Key Points	<p>What makes a foreigner want to buy a product after seeing a commercial? Selling is also known as the art of persuasion. Consumers are convinced that the product they are willing to buy offers many benefits for the euro. A commercial can be funny, dramatic, joyous or combinations of them, but it must always be interesting. Before commercials are actually produced, they are laid out in storyboard fashion. A storyboard is a sketch of how to organize a story and a list of its contents. Cooperation and creativity are the important issues. The project must be a total student school effort in all stages – from script writing, directing, filming, music, acting and editing</p>			
Sources (teacher, school)	Charlemagne College Landgraaf, Eijkhagen Eijkhagenlaan 31 6371XA Landgraaf 045-5315656 Teacher: Monique Kusters			

Teachers/ students manual:

After the training workshop, students are required to re-group and begin the production of the 3 minute commercial, applying the knowledge and skills learnt at the workshop.

Introduction :

- Introduce the task with a few online commercials and explain the rules.
- You can also have students go to internet and look at online commercials
- Discussion: Students perceptions of what may cause them to buy from a commercial they viewed.
- Main idea of the commercial the students have to make is made clear.

Task:

- Workshop with ins and outs of filmmaking (bijlage). General information about making mini movies. Different roles are required for the commercial e.g.
 1. Producer/Director:
 2. Art Director/Graphic Designer
 3. Discussion Leader/Illustrator4.
 4. Presenter/Recorder:
- Hand out copies of the storyboard checklist.
- Make groups of 5/7 students.

Orientation:

- Groups should begin brainstorming their commercial.
- Groups should create a rough draft of their storyboard.

Storyboard checklist

- Explain the main idea of the commercial
- :Use Dialogue and/or written explanations only when needed (slogans, captions, etc.).
- Give information about your city/region.
- Sequence of events is clearly illustrated or written out.
- Commercial is presented in about 3 minutes
- All elements needed for the commercial are included.

Activities:

- Groups start recording their commercial.
- With their group members, groups should edit their commercials. Afterwards, groups should create a final draft of their storyboard.

Evaluation: final commercial, presentation and cooperation are evaluated.

- Commercials are presented to the entire class and are evaluated submitted on a website with access for all the schools that join the project..

Tips

Remind students that their story's main idea about their product should be clear. If using music, be selective, they only have 3 minutes for the commercial. Running through the commercial before taping will help students see what mistakes or changes need to be made before the actual commercial is made.

Films must be submitted on a website with access for all the schools that join the project..

Other subjects involved

ICT