

Lynn Carver

iMovie Project: Imperialism

Genre: 30 second Television Commercial

Assignment: Your advertising agency has just landed a new client. Your task is to sell the concept of imperialism to world. Some of you will work on the positive aspects of imperialism and how it helped nations. Others of you will be assigned the task of showing the negative influences of imperialism. You must come up with a 30 second television advertisement. It must be persuasive in nature. You are trying to influence world public opinion about the impact of imperialism on historic events. **Remember,** advertising time is expensive, give your client what they paid for.

Required elements:	50 points
Title page*	voice over
5 images	1 transition
Music	Credits*
CDCU Production Slide*	

(* does not count toward 30 second time structure)

Storyboard: 25 points

Your team must have your commercial storyboarded by 12/21/04. Your client is not a patient person. There will be a stiff penalty for not meeting deadlines.

Required elements:

- Title slide contents
- Mock up of images to be used and in proper order.
- Text of voice over material
- Approximate running time of commercial
- Any special effects to be used
- Any special props you need for filming

Good luck and remember to be creative. You are trying to entertain while you are educating people.