

Title: \_\_\_\_\_

Student names: \_\_\_\_\_

Your commercial must be :30 in length exactly. Under the "video" column, record on the time marker. Some shots may be only :01 long. Under the "audio" column, describe all audio sounds heard with full detail. Align the video time codes with the audio scripting. Be sure to label at least two of the advertising appeals you are using.

**VIDEO**

Example:

(CU) Hands, :00-  
:02

(WS) White House  
:03-:05

(MS) Candidate Jones  
holding baby :06-:09

**AUDIO**

*(Over subdued patriotic music)* **Narrator**

**VO:** "Honesty, integrity. What's been lacking in the Clinton White House will be renewed with the Bush/Cheney ticket."

Glittering generality

*(Over cooing baby)* **Candidate Jones:** "I promise to restore your trust in the institution of the presidency."

Selling an image of fatherly trustworthiness

**Title:** \_\_\_\_\_

**Student names:** \_\_\_\_\_

**VIDEO**

**AUDIO**

