Activity / Project

1. Project Details:
   a. Work alone or in a group (no more than 3 people)
   b. Commercial must be at least 30 seconds long, no longer than 2 minutes
   c. Commercial must incorporate voice recordings with each member of the group. If you have 3 people in your group there must be 3 separate audio files of their voices.
   d. You may add any loops/sounds/music to your commercial that you think will help in selling the product

2. Product Details:
   a. The product you are selling must be a real product
   b. Paste a picture of the product you are trying to sell in the image box below
   c. In your commercial you must state why this product is
      i. Why this is a good product
      ii. How much the product costs
      iii. What does the product do? (Does it make your hair softer? Does it taste good? Will it fix stinky feet? etc.)

3. Finals Steps:
   a. Commercial needs to be shared to your teacher either by inviting them to the collaboration or hitting the share button.
   b. All commercials will be performed for the class on the last day of the project creation period.
Extended Learning

- An audio commercial can be adapted for any and all classroom contents, ages and objectives. For example, in a history class, the task could be to create a commercial advertising the start/finish of the Civil War. In a science class, have students promote their favorite scientist. This lesson could apply in any course, but it is most closely aligned with Language Arts, Information & Communications Technology, and Visual & Performing Arts.

This lesson plan has been submitted by Beth McDougall. Beth is an Elementary/Middle School Band and Chorus Teacher at Wheatland-Chili CSD.

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