

Lights, Camera, Action!!

After reading Tales of a 4th Grade Nothing, we have learned what Peter's dad does for a living. He works in advertising and creates fun ads that make people want to buy his company's product. We also experienced the day in the life of Fudge when he had the starring role in the toddle bike commercial. How would you like to be the person behind the scenes designing and creating the commercials? Or better yet, how would you like to star in your very own commercial??? Well now here is your chance!!

Assignment: Create/Produce an advertisement that encourages people to take a vacation to the Mid Atlantic region! (Think of the Pure Michigan commercials you see on T.V. or hear on the radio all of the time)

I Can Statement: I can identify the states within the Mid Atlantic Region and clearly describe at least 1 positive experience you could have when traveling to each of the 5 states in the Mid Atlantic Region (6 if you count Washington D.C. and you are allowed to count it even though it is not technically a state). I can use many different forms of technology to share my advertisement.

Expectations:

- You must complete the outline/storyboard below. You may use safari, the Filip Frontier weebly (more, genre kits, Tales of a 4th Grade Nothing, Social Studies section on the Mid Atlantic states), and text or informational books to help you research the Mid Atlantic region.
- You must create an advertisement using any App of your choice. Some ideas would be
 - Imovie (good for those comfortable with the ipads), imovie trailer (good for students new to the ipad.) These projects are perfect for those that like to be behind the scenes or in front of the camera.
 - Do ink green screen (Perfect for those that want to be on T.V.!) You will have to be willing to give up some recess time to tape in front of the green screen! You could drop yourself into an image from every state in the Mid Atlantic if you want.
 - Pic Collage will drop into any presentation (Yes you may download this app)
 - Do you have another app you would like to use? I am open to any of your ideas!!!
 - ***REMEMBER you are making me want to travel to that region!

YES, you may work with one other person on this project!! Do you have to work with someone....**NOT if you don't want to!** However, if you do work together, you must share the workload as equals. You will be graded on this project! So choose wisely or work alone! **EVERY student must complete their own outline/storyboard.** NO, your answers do not have to match your partners when you are researching cool places to visit at each state. Remember that, it is ok to have your own opinion! However, the two of you will have to work together to decide how to share your information. (No drama allowed! :)

Student Name: _____

Are you working with someone on this project? _____ If yes,
who? _____

Use the outline below to help guide you in your commercials. Once you have your ideas filled in, pull that information into your commercial. Have fun! I can't wait to see your creations.

Outline/ Checklist: Be *very descriptive*, zoom in with your binoculars and make me want to go visit and see what you are describing. Ideas to focus on would be weather, fun things to do, famous landmarks, famous people, or anything cool or exciting to do or see when I am travel there.

_____ I have an image of a map of the Mid Atlantic Region saved to my camera roll.

_____ I have clear titles added to my images so I know what state is being shown.
(See me for help)

Name of State #1: _____

Reason or place to visit in this
state: _____

_____ Yes I have found an image and saved it to my camera roll!

Name of State #2: _____

Reason or place to visit in this
state: _____

_____ Yes I have found an image and saved it to my camera roll!

Name of State #3: _____

Reason or place to visit in this
state: _____

_____ Yes I have found an image and saved it to my camera roll!

Name of State #4: _____

Reason or place to visit in this
state: _____

_____ Yes I have found an image and saved it to my camera roll.

Name of State #5:_____

Reason or place to visit in this
state:_____

_____Yes I have found an image and saved it to my camera roll!

Name of State (not really) #6: Washington D.C. (yes, you may count this)

Reason or place to visit in this
area:_____

_____Yes I have found an image and saved it to my camera roll!

Will you be on camera?

Yes:_____ No:_____

What App will you use to create your
advertisement?_____

Explain your thinking on why you picked this

App._____

What do you hope your audience members remember from your
commercial?_____

What is your idea for the sequencing of your commercial: (What order will you put
your states and images?)

Beginning?_____

Middle?_____

End?_____

Fill out after your commercial is completed:

When you think about your final product of your project, how does it make you
feel?_____

If you could change or do something different with your project, would you and
why?
