

# Travel Commercial

## PRE-PRODUCTION

1. Research a country/city outside of the United States (this will be assigned)
2. Find the following Information:
  - a. Description of the Climate
  - b. Major cities
  - c. Population,
  - d. Famous Sightseeing (mountains, rivers, buildings, etc)
  - e. Food
  - f. Traditions
  - g. Anything else interesting that you may find
3. Use what you found to write a :30 script advertising these aspects of the location. Remember you want to get people excited about visiting!
4. Discuss music to add to the flare of your country.
5. Decide who will read this script on camera using the green screen and teleprompter.
6. Discuss what images from [www.motionarray.com](http://www.motionarray.com) you will use to add visuals for your viewer to advertise your country.

## PRODUCTION

7. Read your commercial script on the green screen. Make sure your tone reflects the vibe of your commercial.

## POST PRODUCTION

8. Take your recorded green screen footage and import it into your folder labeled TravelCommercial (GroupName).
9. Find music to add to your folder that you will use.
10. Find stock video and images to add to your folder.
11. Open Premiere and begin importing your footage and music.
12. Your coach will discuss with you how to Chroma Key your footage and add in your stock footage.
13. Once you have edited the commercial into the correct order, add your music.
14. When you have watched it and everyone feels confident it is complete, export your project.

## RUBRIC

	EXCEEDS	PROFICIENT	NEEDS IMPROVEMENT
COMPLETED PRE PRODUCTION PLAN			
SHOT QUALITY			
GRAPHICS QUALITY			
EDITING QUALITY			
OVERALL FLOW			
EXPORT/ UPLOAD CORRECT			