**Video 1: Consider Your Audience**

Who is your intended audience?

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What information do you want to convey to your audience?

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What do you want your audience to think and feel?

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What do you want your audience to do after they watch your video?

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Which persuasive technique(s) will you use? Why?

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Describe the concept for your video. What will you show and tell your audience?

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Explain how your concept effectively impacts your audience’s thoughts, feelings and actions.

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**Video 1: Map Your Advertisement**

Using both text and images, describe and depict what will happen during each second of the video.

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| 1st second |
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| 2nd second |
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| 3rd second |
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| 4th second |
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| 5th second |
|  |
| 6th second |
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**Video 2: Consider Your Audience**

Who is your intended audience?

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What information do you want to convey to your audience?

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What do you want your audience to think and feel?

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What do you want your audience to do after they watch your video?

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Which persuasive technique(s) will you use? Why?

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Describe the concept for your video. What will you show and tell your audience?

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Explain how your concept effectively impacts your audience’s thoughts, feelings and actions.

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**Video 2: Map Your Advertisement**

Using both text and images, describe and depict what will happen during each second of the video.

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| 1st second |
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| 2nd second |
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| 3rd second |
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| 4th second |
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| 5th second |
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**Video 3: Consider Your Audience**

Who is your intended audience?

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What information do you want to convey to your audience?

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What do you want your audience to think and feel?

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What do you want your audience to do after they watch your video?

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Which persuasive technique(s) will you use? Why?

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Describe the concept for your video. What will you show and tell your audience?

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Explain how your concept effectively impacts your audience’s thoughts, feelings and actions.

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**Video 3: Map Your Advertisement**

Using both text and images, describe and depict what will happen during each second of the video.

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| 1st second |
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