Tech Em Studios Digital Arts Summer Camp

Movie Making Activity:

My Company Commercial!

**Objective**

Now that our logos are made for your company, imagine how you will present and showcase it to others. Using a commercial / advertisement format and style, make a video to show others about what your company is all about!

**Materials**

• iMovie iPad app

• Pencil\* and paper

**Procedure**

• Brainstorm what you want to show about your company.

• (Using Storyboard Sheet) Plan the way the commercial video will go.

• Film scenes for video

• Edit video using iMovie

**Rubric/Criteria**

• The logo design must make an appearance in the video.

• Should be around 30 seconds to a minute long

• Must have fun!

• Must be creative!

\* Pencil, marker, pen, etc.