

Helen O'Grady Drama Academy

Commercial Construction

Time: No longer than 30 seconds

Due on or before: Saturday 27th September 2014

Submit to: Please check our website for your local Principal's contact details.

Task: Plan, script and produce a commercial to advertise:

The Helen O'Grady Drama Academy's 35th Anniversary.

What you need to do:

- Brainstorm ideas
- Plan what will happen in the commercial. Consider how long the commercial needs to be, where it takes place and who will be in it.
- Write a script with all the details down so that everyone understands their part.
- Use props or costumes to add extra entertainment.
- Practice your commercial several times.
- Have parents and friends watch you practice and give you feedback. (Tips for feedback – Is it delivered with “energy”? Is the message clear?)
- Record your commercial. Include all props, costumes, and scripts to ensure you are prepared.

Elements of successful TV commercials:

- Use different camera angles and levels to make your ad more interesting
- Have short scenes – 4 or 5 different scenes in your 30 second commercial
- Have strong visual presentation
- Deliver the ad with lots of energy
- Ensure the verbal message is concise and clear
- Create a catch phrase or slogan
- Have fun! 😊

Entries to be received no later than Saturday 27th September 2014!

For **further information** regarding our competition, please check our website for your local Principal's contact details.

Website: www.helenogrady.net.au **Facebook:** www.facebook.com/helenogradyperth.