

TechnoCommercial Checklist

	(✓)
Persuasion Techniques	
Does your commercial use techniques that will attract the attention of a target audience?	
Does your commercial effectively use selling techniques?	
Does your commercial contain a clear message about the product?	
Does your commercial have social values that tell a person how to look, act, or think?	
Does your commercial avoid gender and racial stereotypes?	
Production Techniques	
Does your commercial contain different types of shots to create interest?	
Does the commercial contain camera movements to draw in viewer attention?	
Does the commercial contain multiple camera angles to hold viewer attention?	
Does your commercial have good quality video footage?	
Do the video effects attract attention to the message?	
Do the transitions effectively divide the story action and create interest?	
Do the text overlays effectively describe the product or explain the story action?	

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<http://www.technokids.com/Store/Intermediate-Projects/TechnoCommercial/TechnoCommercial-Page1.aspx>