

SUMMARY OF SKILLS

Examine the completed projects. Indicate the skills in which students have mastered by placing a check mark beside the learning objective.

Content Knowledge

<i>ABOUT COMMERCIALS</i>	
calculate the number of commercials an average person views over a period of time	
describe the influence advertising has on how a person thinks and acts	
identify activities that contain advertising	
identify different forms of advertising in the environment	
identify the creator of a commercial	
recognize the purpose of commercials	
<i>TERMINOLOGY</i>	
define the terms media, advertising, commercial, target audience, and stereotype	
define the terms shot, video effects, transitions, text overlay and frame	
define the types of camera angles including high angle, low angle, and normal angle	
define the types of camera movement including pan, tilt, and zoom	
define the types of shots including extreme long shot, long shot, medium shot, close up shot, and extreme close up shot	
<i>ANALYSIS SKILLS</i>	
analyze a commercial to notice camera positions and explain why they were used	
analyze commercials to identify the target audience and describe their attributes	
analyze commercials to notice racial and gender stereotypes	
analyze commercials to notice the obvious and hidden messages	
analyze commercials to notice the selling techniques	
analyze commercials to notice the production techniques and explain their purpose	
<i>PRODUCTION SKILLS</i>	
produce a commercial that shares a message with a target audience	
consider the issue of gender and racial stereotypes and create a commercial that avoids these stereotypes without reducing the effectiveness of the advertisement	
determine an obvious and hidden message for a commercial and select the methods of conveying this information	
organize ideas using a storyboard and determine the action, characters, message, camera position, and materials needed for each shot	
work cooperatively in a production team	

Operating Environment Skills

close a file	
import a file	
label the parts of a program window	
name a file	
navigate to a folder using a directory	
open a file	
open and close a program	
save a file to a folder	

TECHNOCOMMERCIAL LEARNING OUTCOMES

Multimedia



adjust the camera settings to boost the color and light	
capture a video	
change the frame rate to increase the smoothness of the video	
delete unwanted frames	
edit the font, style, alignment, transparency, color, and background of text	
isolate a frame by clicking and dragging the playhead	
isolate a frame by using the Previous Frame and Next Frame buttons	
place video clips into a storyboard	
play, pause, stop, rewind, or fast forward a movie file	
position the camera to take different types of shots at various angles, and with different movements	
preview an effect, animation, or transition in the Preview Monitor	
select a video quality	
select an animation for the text overlay	
set the microphone settings for recording a video	
split a clip into two pieces	
view a project in Storyboard or Timeline view	
view a video in the Preview Monitor	
view, insert, and delete transitions	
view, insert, and delete video effects	
view, insert, edit and delete text overlays	

Applied Technology Skills



edit sample footage of a commercial to remove unwanted frames, add transitions, apply video effects, and insert text overlays	
record a voiceover to explain the story action and tell about a product	
insert background music	
critically analyze the persuasion and production techniques used in a commercial	
use Windows Movie Maker to record a video	
view commercials using Windows Media Player	

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