

Sieker

Mythological Video Advertisement Campaign

Directions: You and your group of no more than four people will be making a commercial involving a product endorsed by a character from Greek mythology. Obviously, you will use your creativity to shoot a commercial that stays true to the characters that it involves and one that would make sense for them to endorse; however, your commercial need not stay true to the time period as long as you don't alter the characters themselves. See the examples below...

Ex:

Theseus and an OnStar or other GPS system so that he can find his way through the labyrinth.

Luggage locks for Odysseus so his men can't open Aeolus's bag of winds.

Requirements:

- MINIMUM of one minute of actual screen time for your commercial
- An equal amount of work for each member of the group
- A DETAILED description/breakdown of the tasks and input of each member
- A copy of a COMPATIBLE tape or dvd recording of your project OR
- Acting out of your commercial in front of the class
- Costumes and scenery

I do not want to see you reading lines to me on camera. Memorize as many of your lines as possible.

Do not show me your basement and tell me that it's Olympus; make Olympus. Be creative.

There will be no nudity, real violence, drugs, or any other inappropriate behavior allowed or viewed by the class. If you break this rule, you will fail along with your entire group. If you add a scene at the end of the tape that has inappropriate material on it, and your group doesn't know about it, you and your group fail. This is your warning. Preview your project before it's due.

If you have technical difficulties the night before, and your group cannot hand in the tape, you fail. If you give a member of your group the copy of unedited film and tell him/her to edit it and they erase it, you are out of luck. Be careful.

If one of your group members lets you down, the work will show it. Don't let him/her ruin your project.

Be careful. Be smart. Be creative. Have fun.

Rubric for Myth Commercial Video Project

Name: _____

Requirements:

Minimum of one minute long _____/20

DETAILED description of each member's job/tasks _____/20

Copy of COMPATIBLE video for showing _____/20

Costumes, scenery, creativity, effort _____/20

Commercial fits character/person chosen to endorse it _____/20

Total: _____/100