

Infomercial Assignment

You and your partners will create a 5-8 minute video infomercial about a green product. More information on this project will be given later in the semester. The Infomercial will be due at 9 AM on December 5. As we will be viewing these in class that day, a late penalty of 20% will be assessed starting at 9 AM and for the following 24 hours. A 10% penalty will be given for every day after that. The Infomercial will not be accepted after the final exam on December 13.

What is a Green Product?

A green product is a product that claims to have little or no impact on the environment.

What is the objective?

In this infomercial you will describe a Green Product and explain the advantages and disadvantages of this product over the “non-Green” product it is replacing. You will need to consider things such as environmental impact and the cost of both the Green and Non-green Products.

Deadlines (Percent of grade)

Oct 15 – Each group will turn in 3 ranked ideas for their Green Product (5%)

Nov 2 – Research about the product will be concluded (10%)

Nov 14 – Near Final Draft of Script and Storyboard Due (15%)

Nov 26 – Final Draft of Script and Storyboard

Nov 19 – Nov 30 – Final Draft of Script and Storyboard (Must be OK'd before going to the Learning Studio.)
Schedule time in Learning Studio (if using) and Record Infomercial

Dec 5 – Infomercial Due – Watch in class (65%)
Turn in Group Evaluations (5 %)**

Dec 7 – Infomercial Awards

Things to Do:

Research – Groups will do research on their Green Product. They will post the information they find to the Group File Exchange or Discussion Board. What is posted to the Group File Exchange or Discussion Board should indicate that the group members researched the benefits, advantages, and drawbacks of the green product, consulted at least 3 reference sources, developed a position based on their sources, and cited their sources. Be sure to cite from credible sources.

Script: The script is the words that the on screen talent will use. It will also include the entrances and exits of the talent.

Storyboard: The storyboard maps out the commercial. It will have sketches for each scene. In addition it will have titles, transitions, special effects, sound, etc. that will appear in the infomercial.

Video and Editing: We can use the video production equipment and Green Screen set in the Learning Studio. This will need to be scheduled ahead of time. You can also check out video cameras. You may also use your own recording equipment including your iPhone. You will need to be sure and edit the video.

Evaluating Teamwork: You will be working with three other individuals. You will turn in a rubric evaluating each of your three group members.

Rubrics: The three rubrics for evaluating this project are in the Infomercial folder on Blackboard.

****Warning:** If a student does not do his or her fair share as judged by the professor and fellow team members, his or her score may be reduced by up to 80%.