Review and redesign of commercials

Team name: _____ Date: _____

Student name(s): _____

_____

_____

Answer the following questions that will help you think about reviewing and redesigning your commercial.

- Meeting initial purpose
- Meeting a new purpose
- Reflecting on video production techniques

Meeting initial purpose

What was the initial purpose for the commercial? What was your client's initial purpose for the commercial?

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Does the rough-cut commercial you have match the initial purpose? Why or why not?

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_____

List some reasons why/how the audience will benefit from the product or service. How does the commercial reflect these?

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Meeting a new purpose

Do you have a new short-term purpose in mind for the commercial? If so, what is it and why are you changing your purpose?

Do you have a new long-term purpose in mind for the commercial? If so, what is it and why are you changing your purpose?

Reflecting on video production techniques

What video production techniques did you incorporate into the rough-cut commercial? What is their effect on the commercial? How do they create an impact on the audience to meet the purpose of the client?

Does the information in the commercial grab viewers' attention? Describe how you could improve this in the new version of the commercial.

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Are there other video production techniques you want to include that will help you better meet your client's needs? If so, what are they and what will they specifically do to enhance the commercial?