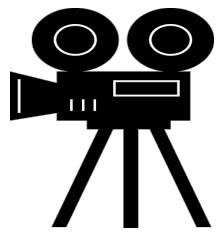


Name: _____

Date: _____

Career Interests Project – Part 4

Career Commercial



Learning Outcomes - Health & Career Education – Grade 5

B1 – I can identify types of work that interest me

B2 – I can relate work habits to transferable skills (e.g., effective work habits learned in school can be used in situations outside of school)

Learning Outcomes - Language Arts - Grade 5

C4 – I can create meaningful visual representations (using movie software) for a variety of purposes and audiences that communicates a story and shares information & relevant to the topic, featuring: development of ideas by delivering a message and sharing experiences; an organization in which key ideas are evident with a beginning, middle, end, problem, and solution

C11 – I can use the features and conventions of language to express meaning in my representing, including: capitalization in titles, headings, and subheadings; proper flow for telling a story and appropriate variety of scenes (establishing shot, close-ups, point of view shot (POV); appropriate uses of apostrophes; conventional Canadian spelling for familiar and frequently used words; spelling unfamiliar words by applying strategies (e.g., phonic knowledge, use of common spelling patterns, dictionaries, word walls, thesaurus)

Task: Part 1 – Choose the Career to Focus Your Commercial On

You have already done this in career interests project – part 3

Task: Part 2 – Planning Your Commercial

You and a partner will plan out a commercial (30 seconds – 1 minute) that shows a 'business' or 'company' that is advertising for people to hire as employees. The business or company being advertised will be focused on either you or your partners career choice.

What Your Plan Should Include:

- Have a clear beginning, middle, and end to the commercial
- Have each scene you are going to film drawn on the storyboard. Each scene on the storyboard should have:
 - o a quick sketch (stick figures are fine)
 - o a short description of what will happen and any lines 'actors' have to say
 - o a label of what kind of shot it will be (e.g., wide, medium, close-up)

Beginning

- The beginning (5 to 10 seconds) should be mysterious. In other words, it should grab attention because your audience will not sure be what it is advertising. The beginning should set up a reason for someone to need the job/career described in the commercial (For example: a boy needs money so that he can go to the movies with his friends. He needs a job in order to earn money).

Middle

- The middle should describe the following: at least 3 duties/activities a person in the career/job has to do (be specific); at least 3 skills/attributes a person will need to get the career/job.

End

- The end should include some sort of summary, and finally a 'catch phrase' or jingle (e.g., "I'm Lovin It", or "You deserve a break today!")

Get starting by working on the sheet called "Commercial Planning Page". On this sheet you will map out your beginning, middle, and end and then create a storyboard of your commercial.

Task: Part 3 – Filming Your Commercial

Filming Tips:

- You will need to show some filming skills while making your commercial. The following shots are required in the commercial (a 'shot' is each time you start and stop filming):

- At least one establishing shot
- At least four 'close up' shots
- At least two 'wide' shots
- A minimum of eight shots in your commercial
- No 'bouncy camera' or 'jumpy' shots

Extension:

- At least 2 POV shots
- At least 2 zoom in/zoom out shots

Definitions:

- 'close up' shot is a scene in your movie that shows mostly just a person's face
- 'wide' shot is a scene where you see two or three people and most of the room/area they are in
- 'establishing shot' is usually the first scene. It is usually a wide shot showing the audience where the scene takes place (e.g., a shot of the name on the outside of a store to show the audience that is where the scene is supposed to be). An establishing shot can also be a close up of an important object you want the audience to see. For example, if the phone is ringing during the scene, you might 'establish' the phone with a quick close up of it ringing.
- 'bouncy camera' or 'jumpy' shots simply means that you have to hold the camera still while filming and not move it around too much.

*** Very important reminder: Any scenes where the 'actors' are talking should be close ups or very close medium shots. If the camera is too far away from the actors when they are talking, the audience will not be able to hear what they are saying.**

Task: Part 4 – Editing Your Commercial

You will use movie making software on the computers to put together your scenes and make your commercial. You will learn and complete the following skills:

1. Importing your movie scenes from a camera/iPad onto the computer.
2. Create and save a movie project in a correct folder
3. Create an opening title sequence (e.g., adding a title scene on a black background and introducing actors names)
4. Move your movie clips into your movie project & edit their play length
5. Add music and/or sound effects
6. Create a closing sequence
7. Add writing or subtitles

Names: _____

Career Interests Project – Part 4

Career Commercial Marking Rubric

Health & Career Education Outcomes:

Skill	Not Meeting Expectations	Approaching Expectations	Meeting Expectations	Exceeding Expectations
B1 - I can identify types of work that interest me	<p>- When it came to describing (either by telling or showing) duties / activities that a person doing your chosen career / job would often have to do, your commercial was missing:</p> <p><input type="checkbox"/> sharing duties / activities <input type="checkbox"/> explanations of what each duty / activity means <input type="checkbox"/> clear & easy to follow explaining <input type="checkbox"/> correct information from research</p>	<p>- When it came to describing (either by telling or showing) duties / activities that a person doing your chosen career / job would often have to do, your commercial:</p> <p><input type="checkbox"/> may have only had one or two duties or activities <input type="checkbox"/> some may be explained in too little detail <input type="checkbox"/> some may have been confusing or hard to follow <input type="checkbox"/> not all shared were correct duties or jobs</p>	<p>- Your commercial does a good job of describing (either by telling or showing) duties / activities that a person doing your chosen career / job would often have to do by:</p> <p><input type="checkbox"/> giving three or four duties or activities <input type="checkbox"/> have given enough details and specifics for each duty or activity <input type="checkbox"/> being easy to understand and follow <input type="checkbox"/> sharing correct information about the duties or activities (not just guessing)</p>	<p>- Your commercial does an excellent job of describing (either by telling or showing) duties / activities that a person doing your chosen career / job would often have to do by: having all under 'meeting' plus:</p> <p><input type="checkbox"/> giving more than four duties or activities <input type="checkbox"/> having both words and actions to describe the duties / activities (e.g., someone is doing it in the commercial while someone says it out loud)</p>
B2 – I can relate work habits to transferable skills (e.g., effective work habits learned in school can be used in situations outside of school)	<p>- When it came to describing (either by telling or showing) skills or strengths that a person doing your chosen career / job would need, your commercial was missing:</p> <p><input type="checkbox"/> sharing skills or strengths <input type="checkbox"/> explanations of what each skill or strength means <input type="checkbox"/> clear & easy to follow explaining <input type="checkbox"/> correct information from research</p>	<p>- When it came to describing (either by telling or showing) skills or strengths that a person doing your chosen career / job would need, your commercial:</p> <p><input type="checkbox"/> may have only had one or two skills or strengths <input type="checkbox"/> some may be explained in too little detail <input type="checkbox"/> some may have been confusing or hard to follow <input type="checkbox"/> not all shared were correct skills or strengths</p>	<p>- Your commercial does a good job of describing (either by telling or showing) skills or strengths a person doing your chosen career / job would need by:</p> <p><input type="checkbox"/> giving three or four skills or strengths <input type="checkbox"/> giving enough details and specifics for each skill or strength <input type="checkbox"/> being easy to understand and follow <input type="checkbox"/> sharing correct information about the skills or strengths (not just guessing)</p>	<p>- Your commercial does an excellent job of describing (either by telling or showing) skills or strengths a person doing your chosen career / job would need by:</p> <p><input type="checkbox"/> giving more than four skills or strengths <input type="checkbox"/> having both words and actions to describe the skills or strengths (e.g., someone is doing it in the commercial while someone says it out loud)</p>

Language Arts Outcomes:

Skill	Not Meeting Expectations	Approaching Expectations	Meeting Expectations	Exceeding Expectations
<p>Storytelling C4 – I can create meaningful visual representations (using movie software) for a variety of purposes and audiences that communicates a story and shares information & relevant to the topic, featuring: development of ideas by delivering a message and sharing experiences; an organization in which key ideas are evident with a beginning, middle, end, problem, and solution</p>	<ul style="list-style-type: none"> - Your commercial did a poor job of storytelling. It was missing: <ul style="list-style-type: none"> <input type="checkbox"/> a clear beginning <input type="checkbox"/> a beginning that set up a reason for the commercial <input type="checkbox"/> a middle that includes a commercial with duties / activities or skills / strengths <input type="checkbox"/> a clear ending 	<ul style="list-style-type: none"> - Your commercial does an average job of storytelling. It might have: <ul style="list-style-type: none"> <input type="checkbox"/> had a very short beginning <input type="checkbox"/> a beginning that sets up a reason for the commercial in confusing or hard to understand way <input type="checkbox"/> a middle that includes a commercial with only 1 or 2 duties / activities and/or only 1 or 2 skills / strengths involved in your chosen career <input type="checkbox"/> had a very short ending or an ending that doesn't 'wrap up' the problem shown in the beginning 	<ul style="list-style-type: none"> - Your commercial does a good job of storytelling because it has: <ul style="list-style-type: none"> <input type="checkbox"/> a clear beginning <input type="checkbox"/> a beginning that sets up a reason for the commercial <input type="checkbox"/> a middle that includes a commercial with at least 3 duties / activities and at least 3 skills / strengths involved in your chosen career <input type="checkbox"/> a clear ending that 'wraps up' the problem shown in the beginning 	<ul style="list-style-type: none"> - Your commercial does an excellent job of storytelling because it has all mentioned under 'meeting' plus: <ul style="list-style-type: none"> <input type="checkbox"/> a beginning that captures attention of the audience. It might be mysterious. <input type="checkbox"/> an ending that includes a catch phrase or jingle
<p>Filming C11 – I can use the features and conventions of language to express meaning in my representing, including: capitalization in titles, headings, and subheadings; proper flow for telling a story and appropriate variety of scenes (establishing shot, close-ups, point of view shot (POV); appropriate uses of apostrophes; conventional Canadian spelling for familiar and frequently used words; spelling unfamiliar words by applying strategies</p>	<ul style="list-style-type: none"> - Your commercial shows you did a poor job of filming because: <ul style="list-style-type: none"> <input type="checkbox"/> you have only 1 close-up <input type="checkbox"/> you have no clear wide shots <input type="checkbox"/> you did not include an establishing shot <input type="checkbox"/> you have 5 or less shots in your commercial. Some shots might be long and have camera movement <input type="checkbox"/> in many of the shots the camera is bumpy or jerky <input type="checkbox"/> you often forgot to use close-ups for scenes where actors are talking (it was hard to hear what was said because the camera was too far away) 	<ul style="list-style-type: none"> - Your commercial shows you did a average job of filming because: <ul style="list-style-type: none"> <input type="checkbox"/> you have only 2 or 3 close-ups <input type="checkbox"/> you have only 1 wide shots <input type="checkbox"/> you do have a clear establishing shot <input type="checkbox"/> you have only 6 or 7 shots in your commercial <input type="checkbox"/> in some of the shots the camera is bumpy or jerky <input type="checkbox"/> you used close-ups for some scenes where actors are talking (some scenes it is hard for the audience to hear) 	<ul style="list-style-type: none"> - Your commercial shows you did a good job of filming because: <ul style="list-style-type: none"> <input type="checkbox"/> you have at least 4 close-ups <input type="checkbox"/> you have at least 2 wide shots <input type="checkbox"/> you have at least 1 establishing shot <input type="checkbox"/> you have at least 8 shots in your commercial <input type="checkbox"/> in most of the shots the camera remains still <input type="checkbox"/> you used close-ups for most scenes where actors are talking (audience can hear mostly everything being said) 	<ul style="list-style-type: none"> - Your commercial shows you did an excellent job of filming because: <ul style="list-style-type: none"> <input type="checkbox"/> you have more than 4 close-ups <input type="checkbox"/> you have 3 or 4 wide shots <input type="checkbox"/> you have at 2 establishing shots <input type="checkbox"/> you have more than 8 shots in your commercial <input type="checkbox"/> you include 2 POV shots <input type="checkbox"/> you include 2 zoom in / zoom out shots <input type="checkbox"/> all of the shots have smooth camera work <input type="checkbox"/> you used close-ups for all scenes where actors are talking (audience can hear everything being said)

Editing	<p>- Your commercial shows you did a poor job of editing because:</p> <p><input type="checkbox"/> you did not include a title sequence at the start</p> <p><input type="checkbox"/> you have many poor transitions from shot to shot (e.g., actors standing still or pausing)</p> <p><input type="checkbox"/> you didn't include a subtitle during the commercial (words on the screen during a scene)</p> <p><input type="checkbox"/> you didn't include a music sample</p> <p><input type="checkbox"/> you didn't include any sound effects</p> <p><input type="checkbox"/> you did not include a title sequence at the end</p>	<p>- Your commercial shows you did an average job of editing because:</p> <p><input type="checkbox"/> you have a short or hard to read title sequence at the start</p> <p><input type="checkbox"/> you have some poor transitions from shot to shot (e.g., actors standing still or pausing)</p> <p><input type="checkbox"/> you have a short or hard to read title sequence at the end</p>	<p>- Your commercial shows you did a good job of editing because:</p> <p><input type="checkbox"/> you have title sequence at the start with names</p> <p><input type="checkbox"/> you have mostly smooth transitions from shot to shot</p> <p><input type="checkbox"/> you have at least 1 subtitle during the commercial (words on the screen during a scene)</p> <p><input type="checkbox"/> you have at least 1 music sample</p> <p><input type="checkbox"/> you use at least one 1 sound effect</p> <p><input type="checkbox"/> you have a title sequence at the end with words on the screen</p>	<p>- Your commercial shows you did an excellent job of editing because:</p> <p><input type="checkbox"/> you have an 'eye catching' title sequence at the start with names and special features</p> <p><input type="checkbox"/> you have smooth transitions from shot to shot</p> <p><input type="checkbox"/> you have 2 or more subtitles during the commercial (words on the screen during a scene)</p> <p><input type="checkbox"/> you have 2 or more music samples</p> <p><input type="checkbox"/> you use 2 or more sound effects</p>
Proofreading	<p><input type="checkbox"/> you have errors with capitalization of any words on the screen</p> <p><input type="checkbox"/> you have errors with spelling & punctuation of any words on the screen</p> <p><input type="checkbox"/> there some 'easy' mistakes (e.g., lower case 'T' or capital first letter for a person's name)</p>	<p><input type="checkbox"/> you have some errors with capitalization of any words on the screen</p> <p><input type="checkbox"/> you have some errors with spelling & punctuation of any words on the screen</p> <p><input type="checkbox"/> there are 1 or 2 'easy' mistakes (e.g., lower case 'T' or capital first letter for a person's name)</p>	<p><input type="checkbox"/> you have mostly correct capitalization of any words on the screen</p> <p><input type="checkbox"/> you have mostly correct spelling & punctuation of any words on the screen</p> <p><input type="checkbox"/> there are no 'easy' mistakes (e.g., lower case 'T' or capital first letter for a person's name)</p>	<p><input type="checkbox"/> you have correct capitalization of any words on the screen</p> <p><input type="checkbox"/> you have correct spelling & punctuation of any words on the screen</p>