

INFOMERCIALS

Informing Others

STEP 1:

RESEARCH:

Divide this research up equally among your team members.

Who is the group? When were they established? How were they established?

What are the goals of the group? What is their motto? Who/What do they want to help?

Where is the group doing their work? What are the problems in these areas?

What projects are underway right now? How are they trying to help others (specific stories of success etc.)? What have some results been?

What kind of publicity have they gained? Celebrity, world leader support etc.?

STEP 1A:

If you worked for your chosen humanitarian aid group what new idea would you bring to the table to help solve the problem?

STEP 2:

WRITING:

Write a script for your infomercial. Focus on the information that is required from above and who or how you are going to present this information in your commercial.

Be Aware of:

Mood: Many of these groups have a serious cause make sure you are respectfully representing your assigned group

Lines: Make sure you have your lines memorized

Production: Make sure you plan out your commercial

PRACTICE MAKES PERFECT! Rehearse multiple times before you record

STEP 3:

PRODUCTION:

Using the Doink App you and your group members will create an infomercial about your assigned aid group.

Make sure you are all well-rehearsed as you will not have multiple times to record with the green screen.

Be Aware of:

Everyone must have a role in the infomercial, not necessarily lines but everyone must contribute one way or another.

The commercial must contain all the research information that is required

Make sure that the recording is organized and flows

STEP 4:***PRESENTATION:***

Present your infomercial to the class!!

DEFORESTATION INFOMERCIALS

	15-20	10-15	5-10	0-5
Research	Information is 100% accurate and required info is presented	Information is accurate and required info is present	Not all information is accurate and not all info is presented	Information is not accurate and/or not all required info is presented
Presentation	Information is presented in a clear, concise, creative and convincing manner and is the allotted time	Information is presented in a clear concise and convincing manner is under or over the allotted time	Information is presented in a clear and concise manner and under or over the allotted time	Information is not presented clearly, and is not convincing and is under or over the allotted time
Cooperation	All group members contribute equally, fulfill individual responsibilities and go above and beyond helping other group members	All group members contribute equally, fulfill individual responsibilities	Some members contribute equally, fulfill individual responsibilities	Group members do not cooperate are unorganized and do not work well with one another
Time Management	Group manages time appropriately, is not rushed and finishes in the assigned time	Group manages time appropriately, but is rushed to finish in the assigned time	Group manages time poorly, is rushed to finishes in the assigned time	Group manages time poorly appropriately, is rushed to finish and does not complete all required steps

Total: _____