

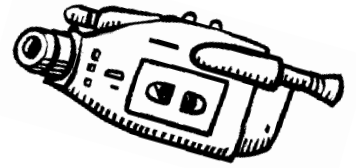
iMovie Checklist: COMMERCIALS

NAMES OF GROUP MEMBERS: _____

COMMERCIAL TITLE: _____

VIDEO

- Videotape your commercial (or use 15 or more Digital Photos)
- Import video into iMovie
- Split clips- discard video footage you won't use in "trash"

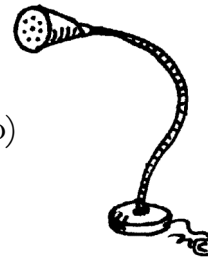


EDITING

- Titles (*name of product, persuasive details, cost, dialogue if it's difficult to hear, etc. . . .*)
- Transitions between video clips

AUDIO

- Narration- record on computer
- Music (be sure it doesn't distract from voices on video)
- Fade music out** at end of commercial

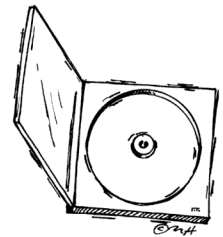


FINAL TOUCHES

- Commercial needs to be between 1-2 minutes
- Focus on product- include a still photo of product at the end of commercial
- Place credits on still photo

EXPORT

- Be sure the music **FADES OUT** at the end of the commercial
- Export to Quicktime (on desktop)
- Copy final Quicktime version to Mrs. Blaschke's external drive



Turn in this checklist when you have done EVERYTHING!!!