# Computers 9 – Infomercials

Everybody has seen ridiculous infomercials on TV/YouTube. They sell the craziest products. Now it’s your turn to sell me something! You will work in groups of 2-3. (3 is best, so that you have one person to film, while the other 2 are in the scene.) Plan it, film it, edit it. Your video must be 1-2min long.

We will record the video with your smart phones. Make sure the person whose phone you use to record, has the password to the App Store account, so that you can download the OneDrive app.

## Format

* Introduce the product. Put the product name / logo on the screen early.
Find/Create a product logo to use. Consider using Photoshop. Use transparency and PNG-24.
* Convince me I need it (even if I don’t)
* Show how to use it (at least 3 times/ways)
* Convince person #2 that it’s a great idea. Have them be super-enthusiastic about it! ☺
* Bonus offer. (“But wait, there’s more! Call in the next 20 minutes …”)
* Show me how to order.
Make an ordering information graphic using Photoshop.

## Requirements

* Each group member shows up in the video as an actor
* One person’s character is the pitch guy/gal.
This person can be a balance of on screen acting and voice-over
* Camera is held smooth and steady
* Camera is in **landscape** orientation.
TELEVISIONS ARE LANDSCAPE!
* Minimum of 8 scenes.
Include at least one:
	+ Failure to show why you need it
	+ Slo-mo
	+ Close-up of the product.
* Add some audio to your video. You can get background music, sound effects, etc. Be creative. Some possible sites to visit:
	+ <http://sampleswap.org>
	+ <http://freemusicarchive.org/>
	+ YouTube to download a song like we did with Karaoke.

## Finale

* Product name
* Phone Number (can be fake)
* Website Link (can be fake)
* Slogan
* Remind the viewer about the Bonus offer
* Price + Shipping & Handling
* Available at…
* Weird requirements/fast talking/tv-pitch

## Main Criteria

* Convince me of your product
* Camera work (smoothness, camera doesn't bounce around, zoom is appropriate)
* Audio Quality
	+ Is it easy to hear the people in the video? Don’t mumble!
	+ Is there weird background noise?
	+ Did you choose the right background music?
	+ Use the Audio Effect for volume to make sure background music is in the background, and not overwhelming the speaking.
* Finale with voice-over
Make the ordering information graphic in Photoshop. Designate one person to be in charge of making this graphic while another person is putting together the video rough cut in Premiere.
* Creativity and Enthusiasm
* *(Marking scheme to follow...)*