

## **PR Commercial Video**

### **Introduction:**

In this new task that we are about to create is a PR Commercial Video. A PR is the practice of managing the spread of information between an individual or an organization such as a business, government agency, or a nonprofit organization and the public. This video will include some things that are in school. For example we could go to the school gym or field or library or we could do the IB programs. My project is about making a commercial video. The commercial video will take place in the school I go to. In this PR commercial I will be using the Design Cycle. I will be using the four stages from the design cycle. These are the four Design Cycle stages; Investigate, design, create and evaluate. In the first stage for the design cycle is investigate, what I am basically doing in this investigation stage is I will be carrying out research or study into a subject Commercial Video so as I discover facts or information it will make my life easier as a student to be doing research and it will help me understand. In the second stage for the design cycle, the stage that I will be doing is the Process design. Basically what the Process design in contrast to design process mentioned above refers to the planning of routine steps of a process aside from the expected result. Processes in general are treated as a product of design, not the method of design.

### **Task 1:**

- Identify your chosen theme of your PR Commercial Video Project.  
The theme of this project is promoting Cebu International School to different audiences.
- Identify the materials and tools in your PR Commercial Video Project.

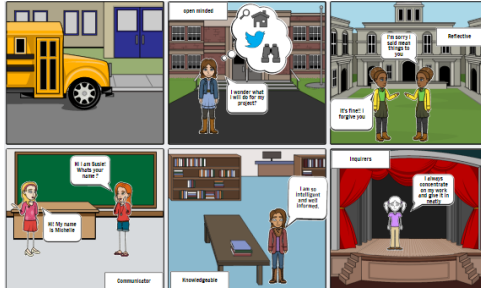
#### **Materials:**

- Paper
- Pencil
- USB

#### **Tools:**

- Laptop
- Movie Maker
- Computer
- Phone

Design two features a variety of places in school which help students in CIS to be healthy physically and also mentally. Students have classes like Math, Social Studies, English, P.E, and etc.



### Task 3:

- Choose the 2 ideas that you think will be best for your PR Commercial Video Project.
- Use the chart provided to **compare and evaluate** the ideas.

		Design 1	Design 2
<b>Design specifications:</b> The project should carry a good message.	+	The good part about this design is that it features the school and gives a good message about how the students utilize the library.	The good part of this design is that the storyboard includes all the areas which students can exercise and spend most of the time in PE class.
	—	The bad part of this design is that it needs there should be more people added in the video and more descriptions about the place to provide a better message.	The bad part of this design is that there should be more people in the commercial video to convey a better message for the audience.
	<b>Improve</b>	I can improve on this design by making sure that I could fix and edit my plan to convey a better message in the commercial video.	I can improve on this design by including more people playing a sport in the commercial video.

		Design 1	Design 2
<b>Design specifications:</b> The project will be visible and should be done at school (assigned area).	+	The design is appropriate for different audience and interesting to watch because I will feature student and different areas around the school.	The good part of this design is that the design contains all the actions that can be happened in the particular areas. The design is also appropriate for different audiences.
	–	The design would be better if the design contains more descriptions about the place to provide a better message.	It would be better to put dialogues or people explaining about the places instead of a box with a description of the place.
	<b>Improve</b>	I can improve on this design by add captions under for better understanding.	I can improve on this design by adding more people with school uniforms on the first two scenes to indicate that the location is school.

		Design 1	Design 2
<b>Design specifications:</b> The design should be appropriate in a school set-up.	+	The good part of the design is that each scene contains a student explaining and describing the places.	The good part of this design is that I was able to feature the different areas with students playing different sports.
	–	The bad part of the design I could feature more areas with students around the library.	The bad part of this design is that there are less people in the different places around school.

	<b>Improve</b>	I could improve on this design by adding more students to my video in different areas around the school.	I could improve on this design by making sure that I feature different people in different places around school in my commercial video.

		Design 1	Design 2
<b>Design specifications:</b> Appropriate materials and tools are used for the project (computer, laptop, phone)	+	The good part of this design is that the materials used to record and shoot the commercial video are appropriate.	The good part of this design is that the materials that will be used for this project are useful to start making the commercial video.
	-	The bad part of this design is that I need to use the materials wisely because sometimes the materials used may not be suitable for the commercial video.	The bad part of this design is that the materials used need to be something that can contribute to the project.
	<b>Improve</b>	I can improve on this design by making sure that I am going to use appropriate materials that are useful for this project.	I can improve on this design by making sure that I will use the materials wisely.

		Design 1	Design 2
<b>will work on</b> <b>allotted time</b> <b>(DT class</b> <b>time) and</b> <b>complete</b>	+	The good part of this design is that the video can have a good audio and video quality with the software that I am going to use for this project.	The good part of this design is that I can use good software that creates a good audio and video quality.

	–	The bad part of this design is that during recording and shooting the video, there might be unclear footage that can cause the viewers to have a hard time to pay attention to the commercial video.	The bad part of this design is that the video might not have a good audio or video quality because the materials might not work properly for this project.
	<b>Improve</b>	In order to improve this design, I am going to make sure that I am going to record and shoot the places around school with materials that have good quality.	To improve on this design, I am going to use materials and tools that have good quality to make sure that the audience can be entertained with the commercial video.

#### Task 4:

- Use the chart to decide which style of PR Commercial Video would be most appropriate.
- Explain (justify) your decision as a concluding paragraph.

I chose this design one because it shows a better message to convey students studying and interacting with each other. I also chose this design because it is more appropriate, relevant, and interesting to show to different audiences. The design also relates to the design specification of featuring different areas around school because it features the different areas around the library where students can study and read. By choosing Design 1, I will make sure that the materials that will be used have good quality to make the commercial video have a good audio and video quality.

## PLAN

#### Task 5:

- List the equipment and materials you will need to make your chosen PR Commercial Video Project.
- Make a storyboard explaining what 'steps' you need to do to make your chosen project.
- Estimate how long each step will take to complete.

**Storyboard chart** – Use landscape and add extra 'steps' as you need them.

Step 1	Step 2	Step 3
Prepare the materials.	Write an audio and video script for the video.	Start filming the areas around school.
Materials/Tools:	Materials/Tools:	Materials/Tools:

Laptop, Computer, iPhone	Pencil Paper	iPhone
Time: 5 minutes	Time: 45 minutes	Time: 1 hour

Step 4	Step 5	Step 6
Continue filming the areas around school.	Compile videos taken.	Record narration of the video.
Materials/Tools:  iPhone	Materials/Tools:  Laptop iPhone Movie Maker	Materials/Tools:  Laptop Movie Maker
Time: 1 hour and 30 minutes	Time: 30 minutes	Time: 1 hour and 30 minutes

Step 7	Step 8	Step 9
Edit the commercial video.	Finalize the commercial video.	Submit final video.
Materials/Tools:  Laptop Movie Maker	Materials/Tools:  Laptop Movie Maker	Materials/Tools:  Laptop Computer USB
Time: 30 minutes	Time: 30 minutes	Time: 5 minutes

