

MAM Q4 TEACHER SUMMARY

CONCEPT REVIEW

Incorporating learning from past units demonstrates the universality of arts concepts and allows students to use their knowledge and skills in new ways.

COLLABORATION

Working together to develop original ideas for artwork helps students see the value of different perspectives and learn how to work as a creative team.

PRODUCING PROCESS

Focusing on the production of a commercial familiarizes students with pre-filming processes and encourages them to think strategically when planning their work.

1 ENGAGE STUDENTS

Use VTS or other discussion strategies to engage students in a conversation about art.

This activity provides students with the opportunity to respond to the art of commercials and to be introduced to the instructional unit.

4 MAKE SHOT LIST

Have students match shot types and camera movement to each scene in their commercial.

This activity finalizes the commercial's structure and provides a clear list of individual scenes that will need to be created by students.

2 CREATE CONCEPT

Follow brainstorming slides to lead students to a final commercial concept.

This activity engages the whole class in the collaborative process and provides many opportunities for students to share ideas and also to listen to other perspectives.

5 WORK TIME

Assign each student one of the scenes to capture through film, drawing, or animation.

This activity gives students the opportunity to create the scene using their preferred technology. It also challenges students to work within given constraints to create scenes that are consistent with the class's vision.

3 CAMERA MOVEMENT

Review types of camera movement and how each can be produced.

This activity introduces students to different camera movements used in commercials and lets students practice creating different types of movement.

6 SHARE WORK

Review all student clips.

This activity lets students see all of the ways their peers captured each scene.

7 COMPOSE PITCHES

Have each student create their own pitch deck using information and art created by the class.

This activity lets students make strategic choices about their pitch and the content it includes.