For your business, you will create a 30 – 60 second commercial that markets an important aspect of your business. Usually this would be the product or service that you are selling.

The commercial will be evaluated on how well it gets one’s Attention, does it create Interest in the Product/Service/Business and the overall quality (editing, music, etc) of the commercial.

**You need to create a storyboard. Go to storyboardthat.com and create a storyboard. Use a 3x2 grid. Once done, email me the screenshot to** [rsangha@sd38.bc.ca](mailto:rsangha@sd38.bc.ca)

You will be evaluating yourself and your partner for this project for contribution towards the final product. (30%)

The class will also be evaluating your commercial on the criteria above. (30%)

Finally, I will be evaluating the commercial on the criteria above. (40%)

All scores – as described in percentages – will be combined for your final grade on this project.

