

## STORYBOARDING AND SCRIPTWRITING

### PROJECT 3

<i>Project Title</i>	Super Bowl Sunday
<i>Schedule</i>	5/18 Review Project 3 5/25 Project 3 Research, Concepts and First Drafts Due 6/1 Project 3 Work in Progress Review and Critique 6/8 Project 3 Final Due • Submit revised versions of previous projects

**PROJECT HISTORY** Beginning on January 15, 1967 the Super Bowl has become the number one most watched sporting event in the world. In addition, the Super Bowl has frequently been the most-watched American television broadcast of the year. Super Bowl XLV played in 2011 became the most-watched American television program in history, drawing an average audience of 111 million viewers. Because of its high viewership, commercial airtime during the Super Bowl broadcast is the most expensive of the year. The cost of airing a commercial during the 2011 Super Bowl was around \$3 Million for a 30 second spot. Due to the high cost of investing in advertising on the Super Bowl, companies regularly develop their most expensive advertisements for this broadcast. As a result, watching and discussing the broadcast's commercials has become a significant aspect of the event.

**PROJECT DESCRIPTION** For this project you will be writing the script and drawing out a story board for a Super Bowl commercial for the product or service of your choice. It does not have to be a realistic product or service for advertising to a particular market and can even be imaginary. But as always I encourage you to have fun with this, you can even cross breed two companies like Pepsi and iTunes once did or have celebrity endorsements.

I would highly recommend taking a look at some past Super Bowl ads just for inspiration:

<http://www.okmagazine.com/2011/02/best-super-bowl-commercials-2011-darth-vader-justin-bieber-lead-the-pack/>

<http://superbowl-ads.com/>

Some of the most successful Super Bowl ads brought an element of humor into the work and have even gone as far as tell a short story. The length of the ads has increased with many of this years Super Bowl ads being shot in upwards to 2-3 minute lengths. The commercial is either sectioned to be shown in acts during the separate commercial breaks during the game or shortened to a 30 second spot with the full-length uploaded to sites like YouTube.

**PROJECT GOALS** Your script will need to be written out in Word in the script writing format that you did the previous project. You will then need to visualize your script in storyboard form. You can use the storyboard template that I left attached to this assignment sheet. Your storyboard does not need to be mounted.

PROJECT \_\_\_\_\_

PAGE \_\_\_\_\_



Timing	Shot
Action & Dialogue	



Timing	Shot
Action & Dialogue	



Timing	Shot
Action & Dialogue	