

Instructions for the Car Commercial

“Your Car of the Future”!

Assignment: With a partner prepare a **30-second** commercial about a “futuristic” car of your choice. Follow these steps carefully:

1. **Study all the vocabulary** in the class booklet and look for information on the Web about cars and car equipment (electronics/new energies) planned for the future. The *Tokyo Motor Show* takes place every year in October. Visit their site for ideas. Other motor shows in *Tokyo, Paris, Geneva* will also give you specifications of futuristic cars.
2. Book a date to use the school's digital camera (if you can't use any other) and use the **school's editing software** if you need it.
3. **With your partner write the scenario**, i.e. a *description of the scene(s)* using the simple present tense (he goes..., she tries..., they see) and the *dialog* (everything you plan to say). Simplify your language, but as often as possible add *structures and vocabulary from the English course* that everyone will recognize—and perhaps even laugh at!
4. **Send the scenario to your teacher to be corrected. Do this after the new booklet (No.2) has been distributed and after having looked through the booklet to find interesting vocabulary and structures.** Remember that you will be judged by what you say to the camera. We want to see and hear you speak good English. Obviously, the English **must be 100% correct. Write both your names and your group number clearly at the top of your e-mail with the scenario.**
5. **Once the “scenario” has been corrected, print it out.** (One copy should be put in each one of your written “work files”.) Then be sure to learn your lines properly.
6. **Film** your own “car ad”. Make sure **we can clearly hear** what you are saying. Remember that you will be judged essentially on your oral language skills. The directing, the humor and the editing are secondary—though they are important too.
7. **Do not just have an off-voice** describing objects or people. We want to see **both of you** speaking on the screen. However, the off-voice can be a commentator, who steps in when speaking without being noticed by the “star” of the ad.
8. Edit your film **adding text or music**, as you so wish.
9. **Name your file** with your group number and first names: Car_Ad_GroupX Joe_Bob
10. Send **the finished production to the right directory or put it on a flash key.** Bring the film to class on Day 10 (if your interview is on Days 9 or Day 11) or on Day 11 (if your interview is set for Day 10).

About the “Credits” At the End of Your Car Ads.

- If you want to give your names, write: **“Written, Directed and Produced by...”** It is

long, but you did all the writing, directing, organizing plus the editing!

- If you can include “The Making Of” as a bonus at the end, it will surely be appreciated by everyone. Remember it is “The Making Of” with only one “f” for “of”; pronounce /ov/
- If you want to express thanks use the expression: “We thank Steve for advice on *or* help with editing” *Or* “A big thank you to Steve” *Or* “Special thanks to Steve”
- Avoid “Thanks to Steve”, which is a bit ambiguous and doesn’t mean the same as “We thank Steve for helping us...”

Some more advice about this “serious” assignment:

- I. This is a “serious” language exercise, **not a reason to be jumping around without speaking proper English.** However, you can try to be **amusing and entertaining with WORDS that will make everyone laugh.** Remember to **articulate** and to **speak loud.**
- II. An ad without a decent text to back it up will not be considered good. The ad may be funny, but **the humor must be of good taste.** Otherwise it risks being censored. Sorry!
- III. You should use **as much vocabulary as possible from the course** to speak of and “show off the features” of your car. If you use vocabulary and structures from the booklet, everyone will be able to understand what you are saying and will appreciate your work. Remember you will be judged primarily on your English and on your presentation skills.
- IV. **Getting disguised:** putting on funny get-ups to suit the occasion has been the tradition over the years. Props are also much appreciated.
- V. **Editing:** if you film short sequences, it will be easier for you to edit them.
- VI. **Avoid moving the camera** while filming and **never zoom while filming.** The result is amateurish! We want professional work. When filming close up” place the top of the person's head very close to the upper edge. And center the person you are filming. Remain very steady while filming.
- VII. **Be as professional as possible. Rehearse a lot ahead of time.**
- VIII. Do not forget your **body language and the essential eye contact with the camera** when speaking to the audience.
- IX. **Take photos with a digital camera** to have a souvenir of the shooting.
- X. **Students in the past have made great films!** We expect you to be outstanding performers too! But do not exceed the 30 seconds allotted for the car ad! **Good Luck!**