

FINAL ASSIGNMENT – Environment Commercial

Goals

Create a short commercial to bring awareness to an environmental impact caused by technology.

The commercial will be in a style of your choice but must present information to the public. Information included must be:

- a. the technology that is causing harm
- b. how the technology is harming the environment (locally and globally)
- c. what can we as viewers do? Are there things we can do to help? Is there technology being developed to solve this issue? Are there organizations that are working on these solutions?

Requirements:

- a. Commercial screen must be 720p but you can pick a frame rate
- b. A design document must be handed in with the final video and should include:
 - i. Premise of the video that explains the technology, the environmental impact and the solutions you are focusing on
 - ii. Storyboard of your commercial
 - iii. An explanation of the style you've chosen for the commercial and how it will create an impact on the viewer
 - iv. Peer evaluation

Expectations

Overall Expectation	Below Level 1 "Insufficient"	Level 1 "limited" "Simplistic"	Level 2 "approaching" "adequate" "basic/obvious"	Level 3 "sufficient" "familiar" "reasonable"	Level 4 "thorough" "insightful" "compelling"
A1. demonstrate an understanding of advanced concepts, techniques, and skills required to produce a range of communications media products and services;	Ineffective	with limited effectiveness	with some effectiveness	with considerable effectiveness	with a high degree of effectiveness
B1. apply project management techniques to the planning and development of communications media projects;	Ineffective	with limited effectiveness	with some effectiveness	with considerable effectiveness	with a high degree of effectiveness
B3. create products or productions that demonstrate competence in the application of creative and technical skills and incorporate current and evolving standards, processes, formats, and technologies	Ineffective	with limited effectiveness	with some effectiveness	with considerable effectiveness	with a high degree of effectiveness
C1. analyse the environmental impact of recent advances in communications technology, and describe ways of reducing harmful effects;	Ineffective	with limited effectiveness	with some effectiveness	with considerable effectiveness	with a high degree of effectiveness