



MUSICAL THEATRE PERFORMANCE using Technology
CREATE A ONE-MINUTE COMMERCIAL

1. Students form groups of 3 to 6.
2. As a group, students decide upon a product that appeals to them to promote in a one-minute commercial that emphasizes the use of **choreography, sound, attitude** and includes a **message** about that product. For example: You are cool if you have Ipod or wear clothes from the GAP or OLD NAVY and, if you Drink Milk, you'll Love Life.
3. **Instrumental music** will provide a background mood for the commercial.
4. No group will promote the same product, therefore, as soon as your group knows what product they wish to promote, let the teacher know as soon as possible to avoid disappointment.
5. As a group, students will brainstorm and choose important **key words** and **images** associated with the promotion of their product that could be used when creating their script and performance. Each member of the group is limited to **ONE** line; therefore, the group needs to carefully consider their decisions of what script is necessary to convey the message clearly and concisely. In addition, the cast will be given the option to say **ONE choral** line, generally said at the end of the commercial. Any exceptions must have the approval of the teacher.

6. Students will share their ideas and interpretations with the members of their group. Each individual student in the group will write 6 catchy phrases that describe: **WHAT** is the product?; **WHO** will use it?; **WHERE** can it be purchased?; **WHEN** is it used?; **WHY** would I use it?; **HOW** much does it cost?; and, a final catch-all line. Share phrases and brainstorm those that the group feels would be most effective. Then, **highlight** the ones chosen by the group to be used in their commercial.
6. As a group, students will submit a script including the cues for music/sound, lighting, choreography, blocking and text to the teacher, in its entirety, the day of the tech/dress rehearsal.
7. **Homework:** Students are to observe television commercials to gather ideas for this group assignment. Students are encouraged to imitate choreography, movement and attitude that is present in the commercials they observe. In addition, students are reminded to review the combinations of movement and sound techniques taught in earlier classes as well as the techniques of choral reading when they are working to create an interesting and creative performance.
8. Students will have two working days to prepare this assignment (**Note:** the third day will be a costume/technical rehearsal). All groups will have their performances videotaped on the fourth day for playback and reflection on the fifth day).
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10. **Refer to the rubric for guidelines of performance.** Remember costumes, set design, lighting/sound, staging and commercial motivations must compliment the artistic/expressive motivations.
11. All students will complete an Evaluation of Creative Process within a Group and hand it in the day of their performance.

ONE-MINUTE COMMERCIAL FOR...

Date: _____

Period: _____

Group members: _____

Title of the Commercial: _____

Choice and use of Costumes and Props

_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1

Set Up and Strike

4 3 2 1

Set Dressing

4 3 2 1

Introduction

4 3 2 1

Tableaux (Opening & Closing)

4 3 2 1

Blocking & Business

4 3 2 1

Choreography (Impression/Creative/Suitable)

4 3 2 1

Choreography (Execution/Clarity)

4 3 2 1

Music/Sound Effects/Offstage Lines/Walk-ons:

4 3 2 1

Entertainment Value and Audience Appeal

4 3 2 1

Was the message clear?

YES

NO

Additional comments: