Bring to class a TV Commercial for an oral presentation to the class. The commercial must contain photographic elements and not consist of animation or graphics only. It may be in DVD, VHS, flash drive or Internet format. The presentation must be between 8 and 10 minutes. Remember that you not only need to identify the points outlined below, but that you must explain how they work to communicate the advertiser’s message. The following must be covered to receive the grade of 500 points:

1. Present the commercial and define its message
2. Discuss the lighting style used and what it communicates
3. How are the functions of color used?
   1. Informational
   2. Compositional
   3. Expressive

SELECT A FRAME FROM THE COMMERCIAL AND FREEZE IT:

4. Discuss the choice of Aspect Ratio and how it is used
5. How is the magnetism of the frame used? Is the Golden Section used?
6. Is Psychological Closure used? What does it do for the commercial?
7. Discuss the level of Image Definition: High or Low? Why?
8. Identify the Vectors at work:
   a) Graphic Vectors
   b) Index Vectors
   c) Motion Vectors
   d) Continuing Vectors
   e) Converging Vectors
   f) Diverging Vectors

PLAY THE COMMERCIAL AGAIN AND DISCUSS:

9. How depth is achieved through the Five Graphic Depth Factors
10. Staging of action along the Z-Axis
11. Deductive and/or Inductive approach

CONCLUDE BY STATING:

12. How does the ad communicate its message and persuade the viewer to respond to it favorably? Is it successful?