

Music Tech II  
Project 6 – Commercial #2

CREATE an opinion commercial/PSA that involves two juxtaposing positions/products (i.e. Coke/Pepsi, PC/Mac, Democrat/Republican, Ninjas/Pirates).

You will download pictures and/or moving images to create a 30 second commercial that takes a PRO stance for one product and a CON stance on the other. This can be for a real product, or a real issue involved in today’s headlines. Using PowerPoint, you will edit the commercial using dissolves, wipes, and other camera techniques. You will be using more JUMP cuts and sudden changes to highlight the differences between your two subjects. Using the sequencer, you will write a score or soundtrack to the commercial.

Make sure the accompanying music fits the “mood” of the commercial/PSA and enhances the “catchiness” – you want your commercial to be effective. Your song will NOT be linear as most other projects. The music may suddenly change to convey a specific mood. You may want to research political ads to hear how a soundtrack can change moods many times within a 30-second spot. Layered sounds and multiple tracks are a MUST. Make your music memorable, but not overpowering. Sync your music to the commercial. REMEMBER to keep this EXACTLY 30 seconds – no more, no less!!!. Let your creativity run wild!

**REQUIREMENTS:**

- 30 seconds EXACTLY
- Usage of images & visual effects
- Originality of melody and harmony/usage of instruments
- ‘Clean’ alignment of rhythms/beats/coordination of audio and visual elements

\_\_\_\_\_/20 points

**DUE DATE:**