

THE ODYSSEY

Cruise Commercial Project Job Assignments

Campaign Manager

As the Campaign Manager, it will be your job to oversee a lot of the work that is done. This does not mean that you do not do any of it yourself; you will probably end up doing at least as much, if not more work, than your other group members. Your tasks include:

- Before your group can begin working on the commercial, you must be the leader in helping brainstorm and discuss possibilities for ports of call, background images, props, etc.
- You will be the scribe for the Brainstorming Worksheet, taking notes for your Commercial director who can use this to finalize the script, as well as making sure you find 3 ports for your commercial.
- You will help each member of your group with their assigned tasks. You will help the Commercial Director with ideas, writing the script, overseeing filming, etc., for the commercial; you will help the Jingle manager with finding sounds, costumes, props, etc. for your commercial; you will help the Graphic Designer with locating images for the background slides, creating the text for the commercial, etc.
- You will make sure each member of your group is on task by being helpful, not bossy.
- You will be the communicator between your group and Ms. Reeder. Ask her questions your group has. Let her know of any problems your group is having.
- Be a problem solver and a delegator.
- You are in charge of looking over the FCA's and Requirements and making sure your project has met all of the above.

Commercial Director

You are in charge of directing the commercial. You need to have a creative eye for performance and what things will persuade your audience to want to go on your trip from watching your commercial. You've got to inform the public about this vacation by studying what things **work** (think about today's commercials: do they make it look like everyone does it [bandwagon], do they show how well something works [testimonials], do they use humor, etc.) Your tasks include:

- You do not come up with the commercial on your own. Your group members help you to think of the ideas, what you will say, do, etc. But you need to fine tune the commercial.

- You need to type up the script for each of your group members. (get their help in writing it, but you are the one who puts it down on paper).
- Get them to practice the commercial. Rehearse the skit to make sure it is effective. Make sure everyone is prepared for your sales pitch. Call your group members the night before to make sure everyone remembers their materials.
- Make sure you have costumes, props, music, whatever you need to make your commercial a success.
- Consult the Campaign Manager for help.

Jingle/Props Director

As the Jingle Director, it will be your job to make sure that the music/sound effects are effectively persuasive and help to enhance your commercial. You will also be in charge of providing necessary props and costuming for your commercial. This will require outside planning, so think ahead! Your tasks include:

- You must work with your group members to come up with a persuasive catch phrase/slogan that will convince the judges that your cruise is the best and this should be featured in the commercial.
- You will need to use their ideas to contribute to where your catch phrase/slogan will be put in your commercial.
- You are in charge of finding any sound effects (music, etc.) that your group might need in order to best persuade your audience (Garage Band is your best bet – they are free sounds and you don't need permission from the artist to use them!)
- You are in charge of providing any props, costuming, etc. that will be used in your commercial (think sunglasses, Hawaiian shirts, togas???, etc!)
- You are also in charge of any voiceovers that will need to be done and making sure these are recorded during your filming session.
- Coordinate with the Commercial Director, Graphic Designer, and Campaign Manager so that your ideas coordinate.

Graphic Designer

As the Graphic Designer, you are in charge of the appearance and editing of your commercial. This should be the person that feels the most comfortable with iMovie because you will be doing the editing of the actual commercial on your computer. You've got to make sure that your commercial is appealing (think the five senses) and that you use enough graphic elements to get the attention of your audience without overdoing it. You need to be creative and artistic skills are a plus. Your tasks include:

- Creating the text that will be overlaid in your commercial (including group names on the credits at the end!)

- Editing & actually putting together your commercial in iMovie – you should be the expert of the group on the features of iMovie, including green screen, voiceovers, sound clips, etc.
- Make sure everything in the campaign is neat and pleasing to the eye – think about using transitions, text overlays, intro screens, etc.
- Consult the Campaign manager for help.