

THE ODYSSEY

Cruise Commercial Project

Summary: Your assigned team will be acting as travel agents to promote your unique Cruise (that you will be naming!) and their tour of the Mediterranean that follows the journey of our hero Odysseus and his voyage back home to Ithaca. You will need to create a 30-second commercial (minimum) to 1:30 (maximum) using iMovie to advertise your tour and describe the major ports/points of interest you will be visiting along your way. You will use information from our reading of Books 9 and 12 of The Odyssey in class, as well as information that you will gain from research (starting on Ms. Reeder's Moodle!) about the other books of the epic that we did not read but that you will want to include in your sales pitch.

Because of our discussions on The Odyssey, I know that you are ready to take on this assignment. You will learn the basic functions of iMovie, how to utilize a green screen to put yourself on location, and how to accomplish voiceovers and adding text to a movie to complete your commercial. You will use your brainstorming days to write your script, then you will be assigned to a "filming" time in the recording studio in Room 305 on either Thursday or Friday. All your filming must be accomplished during your assigned time, so PLAN AHEAD!

Purpose: The purpose of this assignment is to demonstrate persuasion skills and understanding of The Odyssey through identifying the importance of major events in the epic, as well as utilizing technology to demonstrate persuasive abilities. Your commercial should make your audience want to go on your trip, but remember – a sense of humor is always a plus ☺.

Writer's Role: Members of your group will each take on a specific role of expertise. You will receive a grade for your individual contribution, as well as a grade on the final product presented by the group. You should assign one of the following roles to each of your group members. See my Moodle for a description of each role BEFORE you assign roles in your groups!



Write your group members here:

_____ Campaign Manager
_____ Commercial Director
_____ Jingle Director
_____ Graphic Designer

Your commercial will be due on: _____ and you will be presenting your commercial to the class.

Audience: Your fellow classmates, who will watch your movie in class and vote on the most persuasive video.

Form: All students will use iMovie to create their project and turn it in on Moodle, and finally present the project to the rest of the class on presentation day.

Requirements:

- Description of the Beginning and Ending Destinations
 - You must begin in Troy and end in Ithaca
 - These are no included in your 3 points of interest!
- 3 Additional Ports/Points of Interest from The Odyssey
 - You must choose 3 additional ports:
 - One must be the Land of the Cyclops, one must be from outside research, and you choose the third.
 - You may use more places if you choose.
 - You should promote each of these places with a short description of each in only the most glowing of terms © Remember, you want them to go on this voyage, despite the hardships faced by Odysseus!
- A map of the ports of call you will be visiting on your cruise, including the beginning and ending destinations of Troy and Ithaca.
- Description of the Cruise
 - Unique Name of Cruise Line (come up with by the group)
 - Length of cruise
 - Pricing information and who/where to call to book the cruise
- A final credits screen with all group members AND a citation (using Easy Bib!) for where you got all images and information.

Focus Correction Areas with Points:

1. **FCA 1:** THREE ports/points of interest that your cruise will be stopping at on your trip must be featured (visualized) in your commercial and discussed in positive, glowing terms, why you would want to visit these places using information from the epic. You may use more than 3 ports. (60 points)
 - a. ONE of these ports MUST be the Land of the Cyclops.

- b. ONE of these ports MUST be from a book that we did NOT study in class and is instead found through research.
 - c. You must show a map of all the stops that you will make in your commercial.
2. **FCA 2:** A description of the cruise experience must be depicted in the commercial, including a unique name for the cruise, pricing and contact information, a description of the beginning and ending destinations, and the length your cruise will last. **(25 points)**
3. **FCA 3:** The commercial should be no less than 30 seconds and no more than 1 minute and 30 seconds long, must show ALL group members in the commercial, and must utilize the iMovie features of green screen overlay, text screens, voiceover, transitions, and timing. **(40 points)**

Procedure:

- ✓ **Brainstorming** – done by your group in class on Tuesday, 10/12
 - Step 1: Use the following websites to research the rest of The Odyssey that we didn't read in class. You are going to need to know this because at least ONE of your destinations has to be to a place we did NOT read about in class.
 1. Map of the places that Odysseus ventured with descriptions of each place.
<http://library.thinkquest.org/19300/data/Odyssey/voyage1.htm>
 2. Brief description of every book of The Odyssey with illustrations.
<http://www.mythweb.com/odyssey/index.html>
 3. Map that could be saved and edited, along with some possible pictures.
http://www.irasov.com/odyssey_map.htm
 4. Lots of resources here, including the Gods featured, places visited, etc.
<http://nadabs.tripod.com/odyssey/>
 - Step 2: Fill out the "Brainstorming Worksheet" with your group to finalize some basic details about your commercial.
 - Step 3: Assign tasks for each member to come to class with for tomorrow
- ✓ **Script Writing** – done in class on Wednesday, 10/13
- ✓ **Filming/Planning/Editing** – done in class on Thursday – Friday, 10/14-10/15
- ✓ **Final Production** – All editing finished up on Monday, 10/18

This assignment will be presented on **TUESDAY, 10/19/2010!!!!**

***All commercials should be uploaded to Moodle before class on Tuesday or it will be considered late.