Egyptian Commerical/Informercial Project Guidelines

In a group of 3 or 4 people, you will write, rehearse, direct, and film a commercial for an Egyptian product or service that relates to your group’s assigned topic. The group must type a script and distribute it to group and teacher, bring props and visuals, and coordinate rehearsal prior to the performance. The performance may be pre-taped or taped live in class. All advertisements must include:

* a creative slogan
* a historically accurate description of your product or service
* a hook or attention grabber
* five facts about ancient Egyptian life
* props

**Outline *\*Must be pre-approved before filming\****

Product or Service to Advertise: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Idea for commercial (hook or attention grabber): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Price: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Five facts about your product or service (needs to be related to the assigned topic):

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Props:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |

Topics to Consider for Product:

|  |  |  |  |
| --- | --- | --- | --- |
| **King Tut*** reign
* death

**Mummification*** steps
* materials
* priests
* funerals/rituals
* burial items

**Egyptian Economics*** business and trade
* taxes, money
* occupations
* social status (pyramid)
* slavery
 | **The Nile River*** inundation
* irrigation
* gifts
* hunting, fishing, farming
* trade
* papyrus
* calendar
 | **Writing System*** hieroglyphics
* Rosetta Stone
* Jean Champollion
* cartouches

**The Nile River*** inundation
* irrigation
* gifts
* hunting, fishing, farming
* trade
* papyrus
* calendar
 | **Pyramids*** purpose
* materials
* dimensions,
* who built them?
* how were they built?
* tomb robbers
* sphinx

**Religion*** afterlife
* gods
* Book of the Dead
* role of Pharaoh
* Panel of judges
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