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 |