



## Connect with the Curriculum

Science, Language Arts

# CREATE YOUR OWN ECO-COMMERCIAL

**AT A GLANCE:** Create and record commercials with a conservation message. (includes reproducible storyboard template)

**OBJECTIVES:** Describe a conservation issue or project and educate others about it.

**MATERIALS:** Research materials, video camera, copies of storyboard template reproducible, paper, pens or pencils

**TIME:** At least three class periods, including time for research, script writing, storyboarding, and videotaping

## WHAT TO DO:

1. Hold a class discussion about advertising commercials and movie trailers. (Consider showing students some videotaped commercials or Internet movie trailers of products and films they'd likely be interested in.) Ask students to share their current "favorite" commercials or a recent movie (or video game) trailer they saw that made them want to see the film. Encourage students to think about what makes a good persuasive commercial.
2. Explain that students will be making their own video commercials about a conservation issue or project. Divide the class into small groups and have them choose a theme for their eco-commercial. Allow them to choose a theme related to one of the three Pennies for the Planet projects, a local conservation issue, or a theme that encourages people to participate in Pennies for the Planet or a local conservation group or effort.
3. Have student groups research their theme and then write a script for their eco-commercial. Remind them to include everyone as actors or a narrator in their script.
4. Once students have a script, instruct them to storyboard it. Provide copies of the storyboard template provided on the reproducible, if desired. Explain that a storyboard is a way to plan a video. Each blank square is a place to sketch a picture of what's happening in each scene. Any dialogue or action notes are written below the picture.
5. After groups are satisfied with their storyboards and have rehearsed some, have groups act out their eco-commercials and record them on video.
6. Share the completed eco-commercials with other classes or during a parent teacher association event.



pennies  
for the planet!



Audubon TOYOTA

## ECO-COMMERCIAL STORYBOARD

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Use each box to sketch a scene. Underneath, write a brief description of what's happening in the scene. Number the scenes. Use as many pages as you need.**



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