

TECHNIQUE INFOMERCIALS 8TH GRADE PROJECT – TRIMESTER 3 DUE FRIDAY MAY 24, 2019

Billy Mays was an infomercial salesperson who gained fame in popular culture for his distinctive style and ability to sell a variety of products (he was hired to pitch at least 40). His characteristically loud and (unintentionally) humorous delivery and formulaic approach to sales has inspired many parodies of his approach. For this assignment, you will work in teams to create a video in the “infomercial” style that “sells” a particular technique necessary for string playing to a 5th grader beginner. In order to be eligible for full credit on this assignment, you must write a script, perform your infomercial for a teacher, and submit a video recording. For inspiration, visit the following link to see a classic example of Billy Mays’ work: <http://goo.gl/ZL7rzO>

Create a script that includes the following components – Due May 2

1. All words that will be spoken (by a narrator or on screen)
2. All actions that will take place on screen
3. Characteristic elements of an infomercial, such as...
 - “Hi, (your name) here with...”
 - “Have you ever experienced this difficulty? Tired of encountering this? Ready to say goodbye to this?”
 - Exaggerated demonstrations
 - All of the horrible things that happen without the product
 - All of the life-changing things it will help you do
 - “But wait, there’s more!”
 - Loud and enthusiastic speaking
4. Accurate (and humorous) description of the benefits of your technique and the pitfalls of neglecting to use it

Rehearse your infomercial and perform it for a teacher to gain approval – Due May 16

1. Practice all actions to ensure seamless flow
2. Practice speaking with enthusiasm and clarity
3. Make sure all technique demonstrations are done correctly

Video record your infomercial – Due May 24

1. Submit the video on a flash drive or through Google Drive
2. If you wish to add background music using video editing software, download it for free from <https://www.youtube.com/audiolibrary/music> so that you are in compliance with copyright law

Infomercial Project Grading Rubric

Script Quality	0	3	6	8	10
- Written legibly or typed					
- Includes all actions and words					
- Uses characteristic elements of an infomercial					
- Turned in on time					
Performance for Teacher	0	3	6	8	10
- Performed with seamless flow					
- Text is clearly spoken with enthusiasm					
Correct Technique Description and Demonstration	0	3	6	8	10
- Students have proper understanding of their technique					
- Technique is demonstrated with proper form					
- Infomercial displays the benefits of using the technique					
- Infomercial warns of the pitfalls of neglecting the technique					
Creativity	0	3	6	8	10
- Infomercial cleverly sells the technique					
- Humorous use of the characteristic elements of an infomercial					
Video Recording	0	3	6	8	10
- Performance was well presented					
- Minimum of 1 minute					
- Was school appropriate					
- Turned in on time					
Extra Points for Excellent Craftsmanship / Creativity / Extra Effort	0	3	6	8	10

TOTAL (out of 50 points): _____

0 = Didn't do this.
3 = Most elements missing
6 = Some elements missing
8 = Completed all elements with inconsistent quality
10 = Completed all elements with excellent quality

Potential ways you could divide the workload so everyone is involved:

- Script:
 - Typist – someone is in charge of getting the ideas on one page
 - Contributors – EVERYONE can and should contribute to the script
 - Mediator – someone is in charge of making sure everyone is involved in conversation
- Rehearsal / Performance
 - On-Screen Talent
 - Off-Screen Talent / Special Effects
 - Voice-Over
 - Props
 - Other creative innovations
 - Videographer
- Video editor(s) – someone will need to put the project together