

## Book Commercial

Produce a commercial to promote reading a specific book.

### Detailed Description

In groups of 3-4, students:

1. Collaborate on a book to promote.
2. Read the book.
3. Develop a 60-90 second commercial script to promote reading the book. Script must include details about the setting, plot, and characters to hook the viewer and include a role for each group member.
4. Prepare props and costumes.
5. Practice roles until commercial flows smoothly and is within time limit.
6. Present commercial for videotaping only.

A parent helper, classroom aide, or older student videotapes the commercials. All taped commercials are then viewed by class.

**Students graded on:** group commercial, written script

**Time to complete:** 2 weeks

### Specific Grading Criteria

- Prepared written script that effectively promoted reading the book.
- Script included a role for all group members.
- Practiced commercial until it flowed smoothly and stayed within time limits.
- Props and costumes enhanced commercial.
- Appropriately completed commercial production by having it videotaped.

### General Grading Criteria

- Followed directions (on time, as assigned).
- Correct mechanics (spelling, punctuation, capitalization).
- Organized (logical and clear) and easy to follow.
- Complete (included all details).
- Work neatly done.
- Spoke clearly, spoke loud enough.
- Poised (eye contact, gestures, voice).
- Precise (said only what was necessary).
- Stayed on topic.
- Artwork effectively done.
- Used care in producing products.

### Productivity Skills

- Interacts effectively as a member of a group.
- Uses a goal-setting process to manage projects.
- Stays focused on completing responsibilities.

### Main Standard Assessed

Second Grade Language Arts

Standard 4: Be able to read for meaning (main idea, sequences, details) and be able to read aloud smoothly.

Performance Indicators

- A. Be able to choose books which interest you and which you can read.
- E. Be able to distinguish between and talk about realistic fiction, fantasy, and nonfiction.

### Other Standard Assessed

Second Grade Language Arts

Standard 6: Be able to discuss and give a brief speech using description and stating facts and opinions about one thing or idea.

Performance Indicators

- A. Be able to keep your feet still, enunciate clearly, and speak with correct loudness for both small and large groups.
- F. Be able to use description when speaking.

**Difficulty:** .5

**District Code:** \_\_\_\_\_

**Difficulty:** .5

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# Book Commercial

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

<b>Specific Grading Criteria</b>	<b>12</b>	<b>9</b>	<b>6</b>	<b>3</b>	<b>0</b>
• Prepared written script that effectively promoted reading the book.					
• Script included a role for all group members.					
• Practiced commercial until it flowed smoothly and stayed within time limits.					
• Props and costumes enhanced commercial.					
• Appropriately completed commercial production by having it videotaped.					

<b>General Grading Criteria</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
• Followed directions (on time, as assigned).					
• Correct mechanics (spelling, punctuation, capitalization).					
• Organized (logical and clear) and easy to follow.					
• Complete (included all details).					
• Work neatly done.					
• Spoke clearly, spoke loud enough.					
• Poised (eye contact, gestures, voice).					
• Precise (said only what was necessary).					
• Stayed on topic.					
• Artwork effectively done.					
• Used care in producing products.					

<b>Productivity Skills</b>	<b>Yes</b>	<b>No</b>
• Interacts effectively as a member of a group.		
• Uses a goal-setting process to manage projects.		
• Stays focused on completing responsibilities.		

<b>“Goes Beyond” Criteria</b>	<b>12</b>	<b>9</b>	<b>6</b>	<b>3</b>	<b>0</b>
Creativity, extra effort, depth, higher thinking, understanding (Specify)					
_____					
_____					
_____					
	<b>Total Points</b>				