

# 13.1 Commercial Planning & Storyboard

**Directions:** Use this worksheet to help your team plan, script, and visualize your commercial. You'll work together to create a fun and persuasive advertisement for your student-made product.

## 1. Team Introduction

Fill in the blanks below as a group:

We are \_\_\_\_\_ company and we are creating  
\_\_\_\_\_ for customers.

Our \_\_\_\_\_ (products) will be popular because \_\_\_\_\_.

We also want you to know

Add more details that will make your company stand out:

## 2. Plan your Commercial

Think about the message you want to share and how you'll convince your audience to buy your product or service.

### Tips for Making Your Storyboard

- **Draw Your Scenes:** Use one box for each part of your commercial. In each box, draw what's happening in that scene. Hint: Add more boxes if you need them!
- **Add Details:** Try to describe each scene well enough that someone looking at your storyboard will know exactly what part of the commercial you're *recording or acting out*.
- **Include Words:** Under each picture, write any important lines or dialogue that will be spoken during that scene.
- **Show Emotions and Action:** Use facial expressions, movement, and setting details in your drawings to make your commercial exciting and clear.
- **Stay in Order:** Make sure your scenes are in the correct order from beginning to end.
- **Be Creative!** Use your imagination and have fun making your commercial come to life.

