

**Bergen County Technical Schools**  
**Lesson Plan Template**  
**Advertising Media Applications Grade 11**  
**Campaigns and Storytelling**



**Objectives:** *Given a short documentary video to make, students will be able to tell the story of a classmate, faculty or family member that shows triumph over adversity for a Character Counts advertising campaign. NJ State Standards:*

*9.4.12.C.1,4,5,6,7,8,9,10,11,14; 9.4.12.C.15,16,18;*

*9.4.12.C.19,20,21,22,23,25,27;9.4.12.C.55; 9.4.12.C.59,61,62;9.4.12.C(2).1;*

*9.4.12.C(6)1,2,3,4*

**Materials:** *Storyboard templates, interview questions, video cameras, microphones, tripods, dollies, student computers with iMovie software, scanners, teacher computer with Smart Board and iMovie editing software,*

**Key Concepts:** *Content topics that are essential in this lesson include finding inspiration, what makes for an effective ad campaign, understanding of intention and idea generation, process and style, the evaluation and refinement of ideas, grabbing and keeping audience attention, how storytelling is used in marketing.*

**Anticipatory Set:** *Students will view selected interviews from three videos: Give My Poor Heart Ease, Shoah, and White Light/Black Rain: Hiroshima and Nagasaki.*

**Procedures:** *After viewing the aforementioned video clips, students will be challenged to find an inspirational story and share that story via a short documentary video. After reviewing the Campaign and Storytelling chapter in the advertising by design textbook, students seek out their subject from amongst their peers, instructors, or family members. Students prepare interview questions and storyboard their videos. They then tape their subjects and edit the footage adding photographs, music, transitions, and titles.*

**Assessment:** *The rubric will address literacy/storytelling skills, planning (script, storyboard), camera techniques (lighting, sound, angles), editing technique (transitions, audio, titles), workplace readiness (on task, deadlines, etc.)*

**Closure:** *Students will show their videos at the school's Spring Art Show for students, parents, and faculty members. Videos will also be made available on the school and MSG Varsity websites.*