LESSON PLAN: TELEVISION COMMERCIAL

AGES: Elementary School, Middle School

DESCRIPTION
To create a new product and then write a commercial to sell it.

MATERIALS
Pen/Paper

FULL LESSON PLAN
Include:
- Name of product.
- What the product does.
- How the product is different from all others.
- Write a short jingle or song that can be associated with your product.
- Describe the characters and the setting in the commercial.
- Write a short script of the commercial (can have a page of paper shaped as a television screen to write on).
- Try to construct your product or its package.