

1860 Campaign Attack Ads



Working either by yourself, or on a team of two or three, you will produce a 30 - 45 second campaign attack ad commercial for one of the four candidates of the presidential election of 1860... BUT using modern-day political film-making techniques

Your commercial must display an understanding of the features of modern-day attack ads, while simultaneously displaying an understanding of the issues that defined the election of 1860.

Hardware & Software

You will use WeVideo and the school tech to produce your ad. You can not use your phones or personal video-editing software.

You will produce your ad using mostly stock video paired with original voice-overs that you record. You may include custom video that you shoot, but that will obviously take more time.

While working at school, you will have access to the school's iPads, chrome books, the innovation lab, microphones, green screens, etc. If you decide to shoot original video, you must bring in your own costumes and props.

Schedule

- Day 1:**
- complete the top chart on the back of this sheet
 - come see Mr. Cushing to determine your candidate & target
 - complete the lower chart on the back of this sheet
 - re-watch a few of the sample modern campaign ads
 - start sketching out ideas for your script

- Day 2:**
- draw your storyboard

- Day 3 & 4:**
- gather necessary video clips
 - record voice-overs
 - gather audio clips
 - begin sequencing video and audio elements in WeVide

- Break:**
- edit & fine tune video; finish commercial

Note Sheets

Watch the sample campaign commercials at mrcushing.net > **Assignment Bank** > **Projects** > **1860 Commercials**, and jot down some notes about the features of negative campaign attack ads ...



Images	
Sound Effects	
Voice-Over	
Music	
Lighting	

Do some research about the election of 1860, and make some notes below ...

	<i>Your Candidate:</i> Abe Lincoln Stephen Douglas John Bell John Breckinridge	<i>Your Opponent:</i> Abe Lincoln Stephen Douglas John Bell John Breckinridge
Issue 1: _____	Your candidate's position on Issue 1: 	Your opponent's position on Issue 1:
Issue 2: _____	Your candidate's position on Issue 2: 	Your opponent's position on Issue 2:
Issue 3: _____	Your candidate's position on Issue 3: 	Your opponent's position on Issue 3:

Storyboard

Shot/Action:		
	Dialogue:	Video:
		Audio:

Shot/Action:		
	Dialogue:	Video:
		Audio:

Shot/Action:		
	Dialogue:	Video:
		Audio:

Shot/Action:		
	Dialogue:	Video:
		Audio:

