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 <u>not</u> 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.

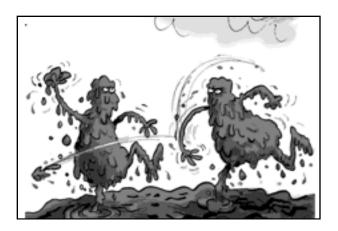
While working at school, you will have access to the school's iPads, chrome books, the innovation lab, microphones, green screens, etc. If you decide to shoot original video, you must bring in your own costumes and props.

Schedule

Day 1:	00000	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 campiagn ads start sketching out ideas for your script	
Day 2:		draw your storyboard	
Day 3 & 4:	0000	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 ...

	Your Candidate:	Your Opponent:	
	Abe Lincoln Stephen Douglas John Bell John Breckinridge	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:			
	Shot/Action:	Dialogue:	Video:	
	Shot/Action:	Dialogue:	Video:	
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		Dialogue:		
			Audio:	
			Audio: Video:	
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