

Title	Creating a commercial
Brief description of clip	The clip is an example from a production of a primary school grade 3 girl. She has written the words up, created the drawings and taken the photos completely herself. Support for editing was offered.
Difficulty rating of production (easy/intermediate/complex)	intermediate to complex
Recommended CEFR level	A2+
Technical details	Simple production with a photo camera and post using Movie Maker. The sound can either be recorded with a sound recorder / mobile phone / or directly in the editing software
Suggestions (preparation/pre and post activities)	Due to its openness, the activity is suitable for all learner levels, from A1 learners who can focus on simple, high-frequency, isolated words up to C2 learners who can produce a sophisticated script for the video commercial. Preparation steps <ul style="list-style-type: none"> • Collect words • Draw / paint the words Then the words are recorded. Make sure that you share the video!
Ideas for application in different contexts	Production can be done on different levels. For the older learners it is most important to emphasise the script. This makes especially sense with C1 & 2. They can go beyond the simple words which are used in this example. Production can be done in the shape as unedited recordings (especially for primary) More advance productions including editing and post soundtrack (which can also include music) would suit secondary students who are often very sophisticated with production. This activity could be done outside the classroom.
Useful links	Sebastian Brooke: "Audience Targeted Advertisements" http://iteslj.org/Techniques/Brooke-Video.html Make a Japanese TV Commercial: http://jpfsyd-classroomresources.com/r87.html "We are sinking" – a very funny commercial which connects well with this exercise: https://www.youtube.com/watch?v=GT86iWiH2mI