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The Power of the 30-Second Spot

CITIZENSHIP - CULTURE - SOCIETY DESIGN - TECHNOLOGY DRAMA - EXPRESSION MEDIA

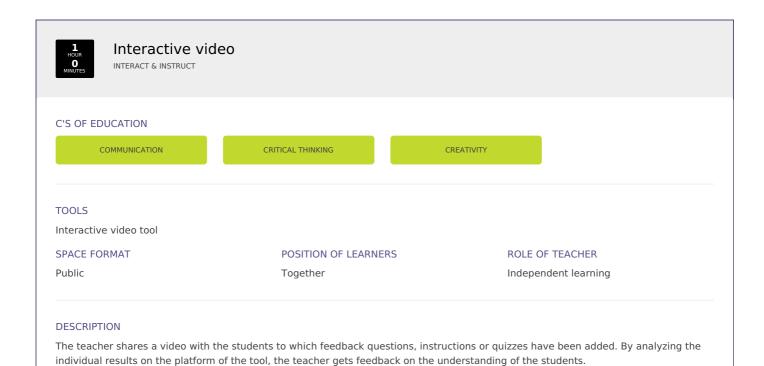
Simona Curcio 19/04/2023

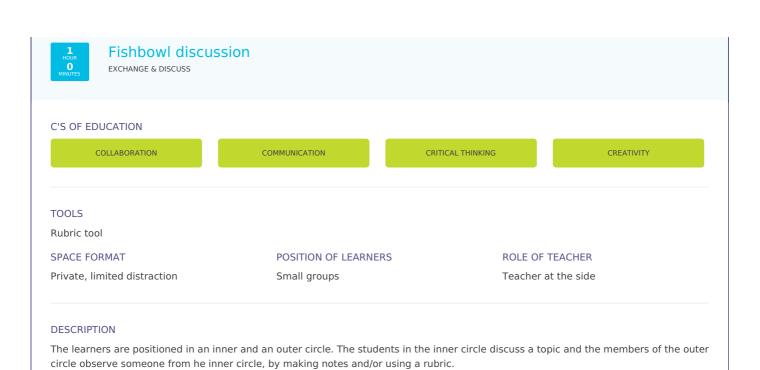
SUBJECTS

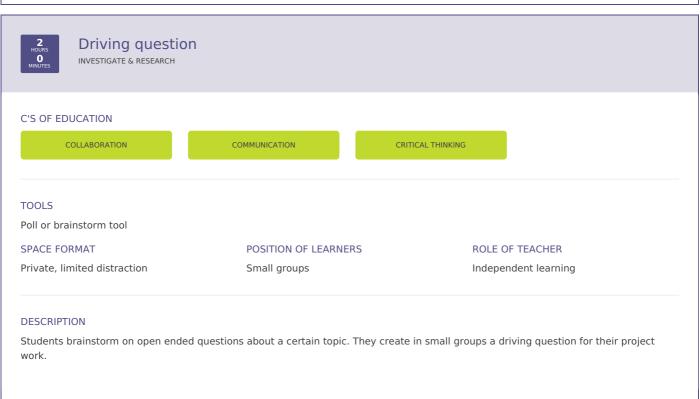
The 30-second advertising spot is precisely that – an advertisement that lasts for 30 seconds, booked to show at a specific time in a television commercial schedule. Spots can vary in length from 15 seconds to 60 seconds or longer. Long-form spot advertising, meaning anything over 40 seconds, communicates more information and has more scope for creativity. This can help your ad stand out from all the other ads that are competing for attention.

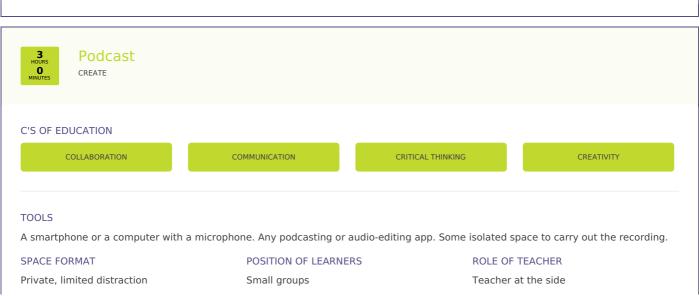
The spot refers to the exact time of day the commercial airs and whether that's before, during or after a specific program.

The technical knowledge of video production Identify the main shooting tools Identify Editing Principles & Techniques C'S OF EDUCATION COLLABORATION COMMUNICATION CRITICAL THINKING CREATIVITY AGE GROUP SCENARIO LANGUAGE TOTAL DURATION From 16 to 19 English 11 hours









DESCRIPTION

Teams of students do research on a topic they have chosen or have been assigned to and they record a podcast to demonstrate what they have learned. Podcasts can be placed online, where they will be available to anyone or to a limited audience, or they can be distributed as audio files. A podcast can be just recording of a monologue or an interview, e.g. an interview with an expert.



Sharing with a real audience

PRESENT & SHARE

C'S OF EDUCATION

COMMUNICATION

CREATIVITY

TOOLS

Presentation or web-conferencing tool

SPACE FORMAT POSITION OF LEARNERS ROLE OF TEACHER

Public Together Independent learning

DESCRIPTION

Students and teacher invite a real audience other that peers in the classroom, e.g. other classes of the school, parents, partner schools, an outside expert.



Self-evaluation

ASSESSMENT & FEEDBACK

C'S OF EDUCATION

CRITICAL THINKING

TOOLS

Rubric maker tool

SPACE FORMAT POSITION OF LEARNERS ROLE OF TEACHER

Private, limited distraction Small groups Teacher at the side

DESCRIPTION

When completing an assignment, students fill in a self-reflection sheet and they grade themselves according to rubric criteria.





The Scenario Tool has been created within the Novigado project, which is funded with support from the European Commission's Erasmus+ Programme. The Scenario Tool and any of its content reflects the views only of the author(s), and the EC cannot be held responsible for any use which may be made of the information contained therein.