

The Power of the 30-Second Spot

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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.

LEARNING OBJECTIVES

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

From 16 to 19

SCENARIO LANGUAGE

English

TOTAL DURATION

11 hours

SUBJECTS

CITIZENSHIP - CULTURE - SOCIETY

DESIGN - TECHNOLOGY

DRAMA - EXPRESSION

MEDIA



Interactive video

INTERACT & INSTRUCT

C'S OF EDUCATION

COMMUNICATION

CRITICAL THINKING

CREATIVITY

TOOLS

Interactive video tool

SPACE FORMAT

Public

POSITION OF LEARNERS

Together

ROLE OF TEACHER

Independent learning

DESCRIPTION

The teacher shares a video with the students to which feedback questions, instructions or quizzes have been added. By analyzing the individual results on the platform of the tool, the teacher gets feedback on the understanding of the students.

1
HOUR
0
MINUTES

Fishbowl discussion

EXCHANGE & DISCUSS

C'S OF EDUCATION

COLLABORATION

COMMUNICATION

CRITICAL THINKING

CREATIVITY

TOOLS

Rubric tool

SPACE FORMAT

Private, limited distraction

POSITION OF LEARNERS

Small groups

ROLE OF TEACHER

Teacher at the side

DESCRIPTION

The learners are positioned in an inner and an outer circle. The students in the inner circle discuss a topic and the members of the outer circle observe someone from the inner circle, by making notes and/or using a rubric.

2
HOURS
0
MINUTES

Driving question

INVESTIGATE & RESEARCH

C'S OF EDUCATION

COLLABORATION

COMMUNICATION

CRITICAL THINKING

TOOLS

Poll or brainstorm tool

SPACE FORMAT

Private, limited distraction

POSITION OF LEARNERS

Small groups

ROLE OF TEACHER

Independent learning

DESCRIPTION

Students brainstorm on open ended questions about a certain topic. They create in small groups a driving question for their project work.

3
HOURS
0
MINUTES

Podcast

CREATE

C'S OF EDUCATION

COLLABORATION

COMMUNICATION

CRITICAL THINKING

CREATIVITY

TOOLS

A smartphone or a computer with a microphone. Any podcasting or audio-editing app. Some isolated space to carry out the recording.

SPACE FORMAT

Private, limited distraction

POSITION OF LEARNERS

Small groups

ROLE OF TEACHER

Teacher at the side

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

Public

POSITION OF LEARNERS

Together

ROLE OF TEACHER

Independent learning

DESCRIPTION

Students and teacher invite a real audience other than 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

Private, limited distraction

POSITION OF LEARNERS

Small groups

ROLE OF TEACHER

Teacher at the side

DESCRIPTION

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



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