

## **LESSON PLAN: TELEVISION COMMERCIAL**

**AGES:** Elementary School, Middle School

### **DESCRIPTION**

To create a new product and then write a commercial to sell it.

### **MATERIALS**

Pen/Paper

### **FULL LESSON PLAN**

Include:

- Name of product.
- What the product does.
- How the product is different from all others.
- Write a short jingle or song that can be associated with your product.
- Describe the characters and the setting in the commercial.
- Write a short script of the commercial (can have a page of paper shaped as a television screen to write on).
- Try to construct your product or its package.