



Cross-Curricular Super Bowl Advertisement Project

Materials

Internet Access
Student Devices



Standards

NY State Computer Science and Digital Fluency Standards

4-6.CT.2, 7-8.CT.2, 9-12.CT.2

4-6.DL.2, 7-8.DL.2, 9-12.DL.2

4-6.DL.4, 7-8.DL.4, 9-12.DL.4

Procedure

A TV advertisement during the Super Bowl will reach the largest possible viewing audience, becoming a great opportunity to gain exposure for your product or idea.

1. Have your students (preferably groups of 3) conduct a brainstorming session in which they will gather inspiration for a product or idea, script and storyboard

2. Once they have gathered the information they will need to choose and agree on one for their advertisement.

- Students will then be tasked with taking their idea/product and figuring out a unique way to get their audience's attention within the first few seconds of their ad.
- They will need to create a storyboard with as many frames as needed to produce a 30 second ad
- the ad should be a visually exciting production

Questions to have students answer when creating their project

1. Who is my audience?
2. What techniques will I use to get and hold their attention?



3. What do I want them to know about my product?
4. What are the reasons to buy your product/service?

Online options to Create advertisement:

- Canva
- Flip
- Vimeo

Grading Rubric

	4	3	2	1
Script/ Storyboard	Both reflect a well thought out plan, showing the sequence of events with narration	Script and storyboard are a good attempt to cover most information but there are some missing aspects	Incomplete storyboard and script	submitted late/ incomplete, not at all
Filming	Ad has been done in a steady and focused manner, well framed.	Some minor camera work errors but overall quality is good.	Shots on camera are unsteady or out of frame, out of focus and not well shot.	Overall quality is poor
Content	Very well organized and gets point of ad across in meaningful way	Everything is good overall with few issues.	Some attempts at organization and presentation is adequate	Incomplete and lacking key parts
Effort	Exceptional effort put into the overall project	Good efforts put into the overall project	Fair effort put into project	Little to no effort put into project
Totals:				



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Lesson Plan Activity