

## TGJ 3M1

### RST – Create an Infomercial of an Original Product Adobe Premiere Pro CS6

#### Task

Create an infomercial of an original product using Adobe Premiere Pro CS6

#### What is included?

- Toon Boom animation imported as an SWF
- Sound – background, speech and music
- Photoshop image(s)
- Video can be imported (original or uncopywritten)

#### How will the appear

- Start with a title advertisement or video
- Describe the greatness of the product with jpegs, sound and video.
- Have a visual showing how to order the product.

#### How can I make this a level 4?

- Create smooth transitions between video, animation and images.
- Include music that creates an appropriate mood and feeling for the product.
- Find a way to overlap your images, sound, video and/or animation in at least one portion of the infomercial.
- Review [this link](#) and try to apply these suggestions to create a convincing sales pitch.

#### Just so you know

- Cameras are available to create images and videos to use in your production
- Microphones are available to record your audio

