

## ***DB - Priceless Commercial - MM2***

You've seen the ads on TV. Now it's your chance to be creative and show us your own MasterCard Commercial. Follow the design brief info below and plan, shoot, and edit your quality commercial for all to see and enjoy.

- Storyboard with 8 (minimum) or more scenes.
- Three (3) things money can buy (with titles).
- One (1) thing money can't buy (with title) - "***Priceless***".
- "There are some things money can't buy,  
For everything else, there's MasterCard"
- Animated MasterCard Logo (Final Cut Pro, LiveType, Photoshop, AppleWorks, and/or Adobe After Effects)
- 00:29:15 in length. This does not include 2 seconds of black slugs at the beginning and the end. Credits & bloopers should not be handed in with the 29:15 video. They can be on another video for you to keep and put on your DVD.
- Audio Quality (Voice over, Garageband, Movie Maestro, Soundtrack, Music Bakery, or other)
- Creative Idea/Content/Video Quality
- If you have an idea different from my guidelines, see me and tell me about it. MasterCard has used different approaches other than their original concept with much success.
- Handed in on time
- Due Date: \_\_\_\_\_