MAD 2021

Directing/Script Development 12

Assignment 1: MAD Ads

Jan 20, 2020

Name: _____

Synopsis:

You are making short, pointed, exciting ads for MAD to send out to the whole of the Yukon, and maybe beyond! These ads will need to address different aspects of the program and your roles within it. This can be stories, expectations, skills, why this place matters, why it is inclusive and reaches an audience. We will develop a list as a group of what needs to be covered, and then people will create these ads. Animation, film, storytelling, etc.

What you gotta know:

1. Each ad is 30 seconds long.
2. We don't want to repeat ourselves.
3. Draft/Final versions to be approved first
4. I am the MEGA-Director, so I get the right to veto when needed!
5. Let's start with one ad each!

Additional Actors featured (can be mined from the whole class):

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