



The Product Commercial

By Jack Dees



Have you ever seen a DIY product Commercial?



I wanted to make one

- This project would increase my skill in shots types
- Lighting nollege
- Camera skills
- Editing/ special effects
- Graphics
- Influencing the consumer
- Technological Literacy from the 21st century skills

How I started

- Watching Product commercials that were attainable to make
- Watching people make product commercials
- Watching lots of different shot types and fun tricks
- Watching tips and tricks

I made a google doc of everything I learned

Shopping list

- Milk
- Chocolate
- bowl/ plastic box
- Yahoos
- Skewers
- White backdrop
- Yahoo backdrop

General Details

- Shoot master shot towards the beginning/ detailed v product shot before opening the drink
- Light backdrop
- Spray bottle with water to make it look refreshing and wet
- Start with filming full product shots
- Put white plate on lazy suzian to light up bottom of cup

SLIDER SHOTS

- Add movement using the lazy suzian
- Make slider not level and move cam up to keep product in center
- Back legs of tripod all the way out pan up and down while sliding
- Over head shot zoomed in slider at a angle to product

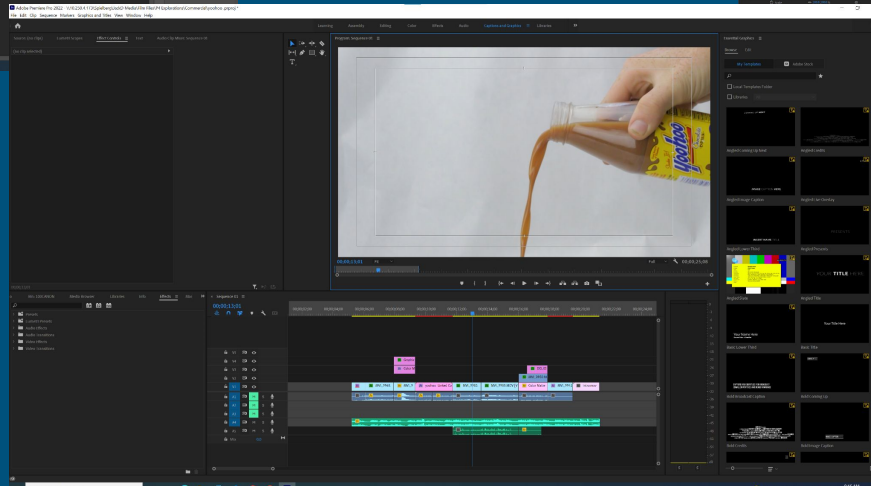
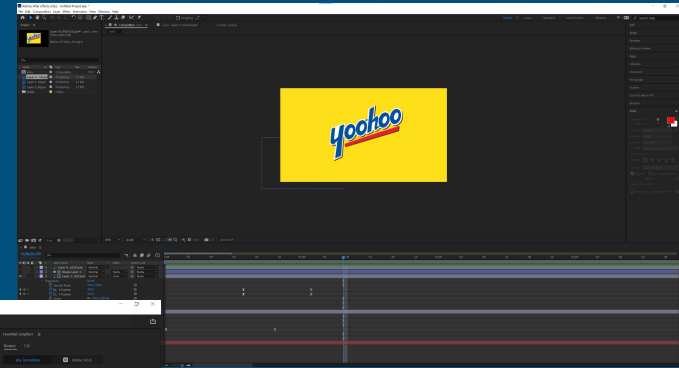
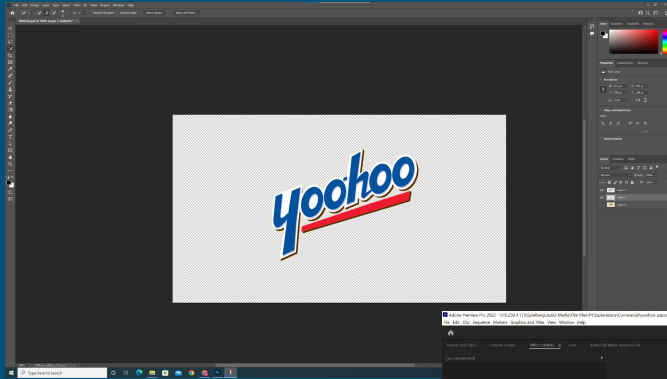
Shot ideas

- Rotate bottle while introducing more light when label is seen
- Have yoofoo sitting in pile of chocolate
- Have bottle falling in a bowl of milk (don't show bowl)
- Have hand holding bottle pouring drink
- Show cup filling up
- No lid cheers shot drink splashes out
- Different hands pulling yahoos out of a cooler full of them
- Show top twisting off
- Put chocolate on stick and spin to have chocolate spin out behind bottle
- Close up on bottle label and water dripping down
- 4 bottles on lazy suizan in a circle and filming bottle caps

My filming process



My editing process



Problems faced with

- Focus on slider
- Hard lighting with glass bottle
- The stability of the slider on the tripod
- I underestimated time of editing
- BEN STEALING ALL OF MY SD CARDS OFF MY DESK SO THAT I COULDN'T EDIT

Final Commercial

