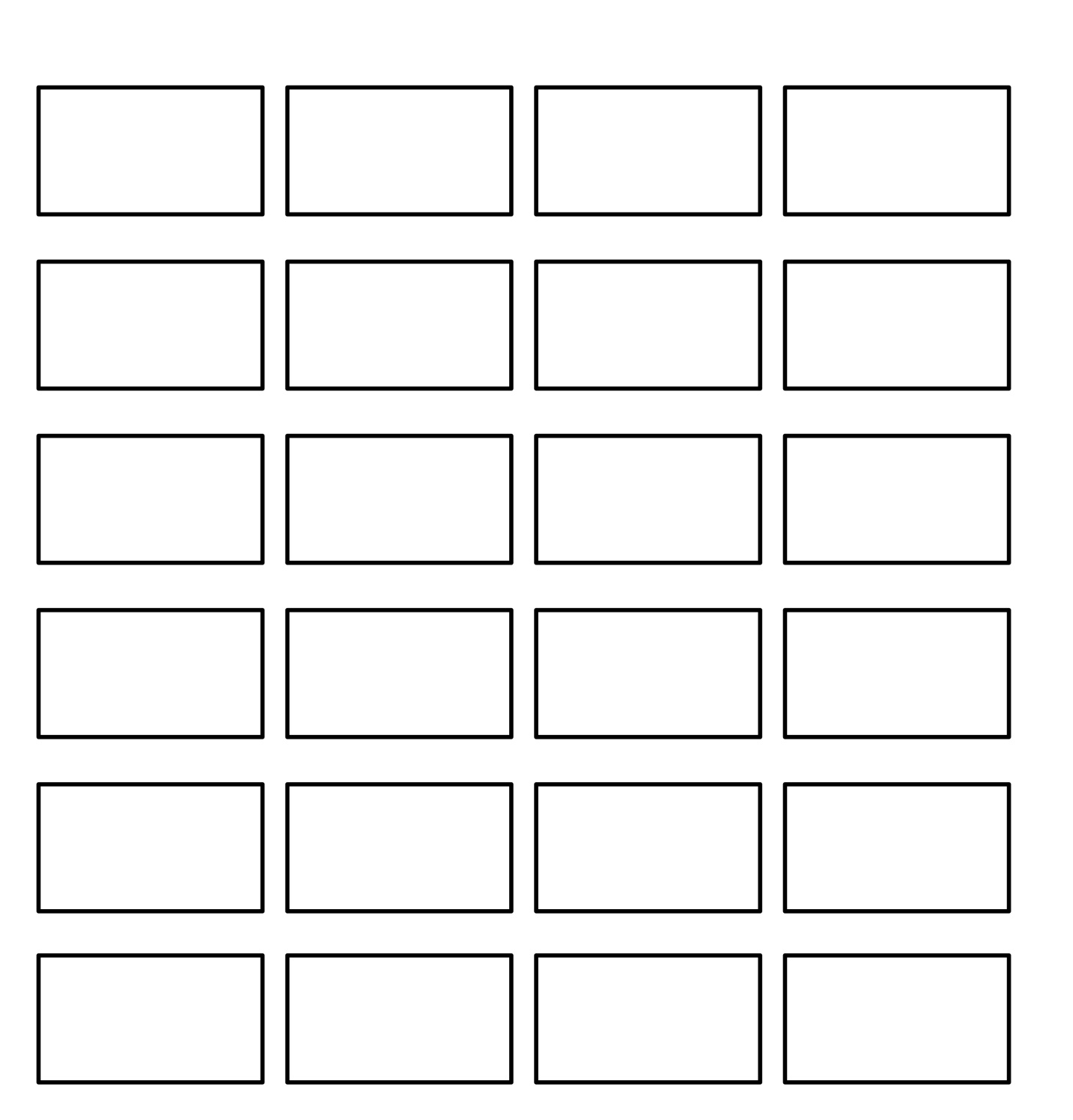
**COMMERCIAL SUCCESS CRITERIA**

DO YOU HAVE AN: ORIGINAL CATCHY/WACKY/SILLY/MEMORABLE CONCEPT? ☐  
  
Have you considered your target audience? Remember to have your commercial represent your product’s target audience by having an appropriate number of males and females representing the ages you are focusing in on. E.g. if you are targeting Males 20-25, perhaps have only male actors of that age or an imbalance of 10 males and 2 females. ☐

COMMERICAL STORYBOARD PLANNER

Use the storyboard organizer below to sketch out your concept

Beneath storyboard cells, place:  
"L" for logo ☐  
"S" for slogan ☐  
"W" for website ☐  
"N" for narration ☐  
"D" for dialogue ☐  
"M" for music ☐  
"S.E." for sound effects ☐



What sorts of camera shots, angles, framing, locations will you employ? Do you require a tripod? A dolly? A Green screen? ☐

Take notes here ↓

Do you require costume and/or makeup? ☐

Take notes here ↓

What images, video, music and sound effects are required? ☐

Take notes here ↓

Upon completion of your organizer, seek feedback! ☐

COMMERCIAL SCRIPT

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Title)

CHARACTERS:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SCENE

\_\_\_\_\_\_\_\_\_\_\_:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DIALOGUE

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**SCRIPT WRITING LEVEL 4 EXEMPLAR**

**THE END OF CAMELOT**

**CHARACTERS**  
  
JACK:

Is a really powerful person who loves being in control, Jack has a secret he has been hiding from his wife.  
JACQUELINE:

Beautiful but shy, Jacqueline worries constantly!  
  
**SETTING**

FALMOUTH BAY:

Sitting outside napping on his yacht is Jack. Jacqueline storms in and dumps a cup of ice water on him!  
  
**DIALOGUE:**  
  
JACQUELINE: How could you! (Furiously waving her fist)  
JACK: What are you talking about?

Jack jumps up soaked and angrily faces her