

# LISBON TOURISM ADVERT

60 SECONDS

# THE PITCH

- 5 MINUTE PITCH TO CLIENT
- To include: A Logline (1/2 sentences to summarize the advert)
- Inspiration / research
- Mood boards and images can be used to describe the look and feel
- PLAY THE ADVERT FOR THE CLIENT

# THE PRESENTATION

- 10 MINUTE EVALUATION OF PRODUCTION PROCESS  
Show us the making of video
- Q/A with teachers: General questions asked about the production process
- Everybody needs to say something

# QUESTION TOPICS

- Time management
- Team work
- Technical challenges
- Cultural issues
- Evaluation of the final product
- Advice for the next students