



Prework:

Each delegation creates a commercial video of 60-90 seconds to promote a gourmet-specialty of the own city.

Aim

- Show in your clip the person who's making this specialty and show also the production of it
- An interview with this person has to be an included part of your commercial.
- The spoken parts have to be translated with subtitles into English (also for our friends from Newcastle!)
- The audience should get to know what makes this specialty (food or a beverage) special.

Target group

- People around the world who love food

Technical aspects

- The commercial-video should be used especially for social media and exhibitions.
- The clip must be in mp4
- The resolution must be 1080p
- The naming has to be: "schoolname_taste_like_home)"
- Spoken comments/interviews has to be translated with subtitles
- Add 2 seconds of black at the beginning of your final edit
- Create a short outro with the official Logo of Erasmus+ and/or movetia

...and important, we like to taste the special food (if it's possible)

This clip has to be uploaded until September 19, 2018 on the FTP server "Commercialpolis"
(Folder: St.Gallen-meeting – Prework)



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