

INFOMERCIAL

We want you to make an informative video about the audiovisual tool/canvas you worked with.

Using the style elements of the 'Core-method' as explained by Gisèla Mallant:

First of all,

WHAT do you want to tell,

WHO do you want to inform,

WHY and HOW do you want to do this?

- Not too difficult and in 'easy language';
- Start off with a (good) question;
- The host guides us through the video;
- He or she is the intermediary for the emotion;
- Only voice-over what's not self explanatory;
- Let experts tell about the tool/technology;
- Make use of animation to explain complexity;
- Do not forget a good dose of humor :)



NOTE:

this is not a "making of" or "behind the scenes"!

SPECIFICATIONS

Length: Between 2'30" and 3'30"
Language: English spoken or subtitled
Deadline: Thursday march 14th 16.30

on hard drive Dutch teachers

Logos: Commercialpolis

Erasmus+

Export SPECS

video: Quicktime ProRes (no HQ of LT)

1080x1920 25fps progressive field order

square pixels

no start nor end with fade from or to black

audio: PCM stereo (uncompressed)

DEADLINE

Thursday march 14th 16.30 on hard drive Dutch teachers

MUSIC

Only copyright free music and sound effects can be used, for example from:

http://www.allmusic.nl/ user: glrotterdam password: geluidglr



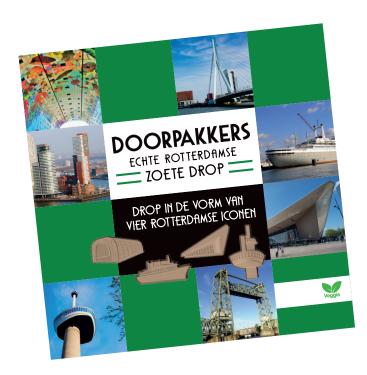




CLIENT BRIEF

Position "DOORPAKKERS" as THE Rotterdam souvenir for 2019. Use modern channels to get the message abroad. Each group has a specific audiovisual "CANVAS" to work on. (360°, holobox, urban screens and projection mapping)

- The commercial should reflect the Rotterdam state-of-mind (we ARE doorpakkers, we don't complain, we get things done, 'handen uit de mouwen').
- The iconic buildings must be featured and of course the DOORPAKKERS themselves.
- You may choose whether you want to feature the wine gums, the licorices or both.
- 'Doorpakkers' need a slogan as well, we'd like you to come up with one.





SPECIFICATIONS

Length: 30 seconds

Language: The commercial should be in English.

If Dutch is unavoidable, use subtitles. A fully Dutch version is optional.

ARTWORK

You'll receive a link to download some artwork, this brief and the video of the brief by Koen. You can contact Koen by email:

koen@groeneveld-zoetwaren.com

DEADLINE

Thursday March 14th 16.30 presentable in your output devices in the TV-studio.

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