**MT359: Unit 4 Assignment Template**

In Unit 3 you conducted media research and developed the four steps for a media plan for your course product. Using the media plan and design information from the text, write a mass media message using the storyboard template (Unit 4 Assignment Template)

Be sure you time it correctly:

• If using for TV – a 30 second spot is the allotted time

• If using online – you may have varied times – but it should be one of the following: 30 seconds, 60 seconds, 90 seconds, or 120 seconds, (2 min.)

Any longer and you are creating a promotional item – not an advertisement.

You may have more or less than the 10 lines shown – see samples from online to understand how much detail you need – depending on what you are trying to get across to the targeted audience.

**Advertising Message Storyboard:**

**Student Name:**

**Course:**

**Advertisement Title:**

**Video Storyboard:**

| **Audio**  *The speaker will say these words exactly. Type in the audio that you would like the speaker to say on each slide below.* | **Visual**  *Describe the images per slide* | **Time** per Slide  **(0:00)** |
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