

**Computer Infomercial**

*Directions:* In teams of two, prepare an audiovisual infomercial for the Multimedia Speedster 2010, a computer package designed for multimedia production. Your infomercial must tell your audience about the multimedia design capabilities of the Multimedia Speedster 2010. You may use the space below to plan your infomercial.

1. Create a list of three goals for your infomercial. Identify the specific things about the Multimedia Speedster 2010 that you would like the audience to know. Have your teacher review your list of goals.
2. Create a storyboard for your infomercial. Describe the graphics, sound, and video needed, and include the text that will appear. Have your teacher review your storyboard.
3. Your final infomercial should be one to one and a half minutes long and must include:
  - ◆ A title with perspectives that identifies the product—the Multimedia Speedster 2010.
  - ◆ The Basement Computers logo and the Multimedia Speedster 2010 logo. You may create your own logos or use the support files available on the *Introduction to Multimedia* Web site or provided by your teacher.
  - ◆ Capabilities of the computer. If you completed Activity 4-1, you may use the specifications identified there.
  - ◆ Information formatted in a table or graph.
  - ◆ At least three examples of media, which can include graphics, photos, animation, video, or sound.
  - ◆ Text animation effects wherever appropriate. Create your own template for effects.
  - ◆ The goals for the infomercial.
  - ◆ A list of all photo, graphic, sound, and text credits. Be sure to list Web addresses and sources of information or media included in your infomercial.
4. Once you have completed your infomercial, you and your partner will present it to the class.

**Project Notes**

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