

Wendy French
COM 383 – M
Dr. Grace Kelly
TV Commercial

Title: Design Distinctions College Commercial

Length: .30

VISUALS

3-year-old boy playing on the floor of his bedroom with toy cars (camera angle from the door at eye-level with an adult)

(camera angle changes to get him playing on the floor with his mom watching him from the door)

(camera angle changes back to first camera angle) Boy looks at the camera (camera angle moves to mom's face) (camera angle back to first camera angle of just the boy's room) Empty teenage boy's room (bed with a mattress and no bedding, a desk with nothing on it, a dresser, empty shelves, empty nightstands)

(camera angle changes to the teenage boy at the front door with a living room on the left and a kitchen on the right slightly in the frame) Teenage boy with a suitcase and a college sweatshirt (two colors) on

AUDIO

(MUSIC) instrumental, nostalgic (UP & OVER)

(SFX) toy cars moving on floor (IN BACKGROUND)

(MUSIC) fades out

BOY: Mommy? Mommy? (fades out)

TEENAGE BOY: (fades in) Mom? Mom?

(SFX) suburb neighborhood sounds (cars driving by, etc.)

TEENAGE BOY: Almost ready to go mom?

The car's all packed.

(camera angle on mom's face) Mom looks sad.

MOM: (sighs) Yeah. I'm ready.

Mom looks back at empty room and closes door

Mom in car driving with son in passenger seat

(MUSIC) instrumental, more upbeat (UP & OVER)

Teenage boy unlocking his dorm's door

Shot of empty dorm room

Shot of empty teenage boy's room

ANNC: It's okay. Bring life back into your

Fade to same room turned into a painting room (brighter light)

home by transforming that empty space with the help of Design Distinctions.

Mom walks over to an easel with a canvas on it in the painting room holding a box with paints in it in his college colors

ANNC: Design Distinctions will help you affordably transform your home to accommodate your changing life.

Teenage boy in his dorm decorated now hanging up a painted canvas of his school's logo over his bed

ANNC: Update your home today and make new memories.

Informational screen with Design Distinctions logo and contact information (phone number in large font then website and email in smaller font below)

ANNC: Call Design Distinctions at 1-800-DESIGNS for a free consultation