

Respect Commercial

For the Respect Unit project, we are going to script out and either perform or record a commercial promoting respect in our school. Our goal is to promote respectful behavior around speaking, listening, and communicating.

Kindness Concept(s)

Courage, Kindness,
Vulnerability, Humility

Project Timeframe

1-2 weeks, broken up as needed by class schedule

Required Materials

- Note-taking devices or materials for storyboarding or outlining
- Appropriate technology for recording the commercial (if recording)
- If performing the commercial live, plan in advance who the students can perform for. Performing live will be a much different experience than the recorded commercial, so additional practice may be necessary.
- If recording, plan in advance how to show the finished product to the school body and other staff/administration. You don't want the students' hard work to go unviewed!

Standards Map

This project aligns with CASEL Competencies, National Health Education Standards, International Society for Technology in Education Standards, when applicable, and Common Core State Standards. Please refer to the [Standards Map](#) for more information.

The commercial should highlight respect for culture and showcase diversity within our school. So, think back to everything you learned over the last four weeks. At a high level, let's brainstorm the things we learned and the key take-away lessons or ideas that have stuck with you.

PART 1 (Week 1)

From the initial concept brainstorm, have students brainstorm the key idea(s) they want to focus on (from what they learned in the unit) and the central message they want people to take away from their commercial.

After someone has seen the commercial, what will they have learned? What will they remember?

From there, continue having students work together to storyboard or map out the commercial. This can be done on the whiteboard or on a computer with the screen projected on a smart board or wall. Students should lead the discussion and facilitation, though you should be present to guide their thinking and ideation. Remind students not to use bias in their messaging and to deliver something that is true and reflective of the values of respect they learned in the unit.

If not all students are comfortable on the initial creative writing piece, you could assign some students to think about the recording side. What technology is needed or available? Would they be interested in doing the filming and editing? If recording the commercial, these students could talk with the technology coordinator or computer teacher about using the school's social media channel (if there is one) and hosting the video on the school's website.

The first week should be devoted to scripting the commercial, which should be only about a minute long (though adjust this however you see fit).

PART 2 (Week 2)

Week two is devoted to rehearsing the commercial and delivering it. Delivering it can mean either performing it for another group (perhaps a younger grade) or recording it. It will be important to rehearse first so the end product is clear. Remind students that they should use the communication skills they learned when presenting this message about communication. They want to model exactly what their commercial is trying to convey.