



GRADES
6-8

Capstone

STEM Super Bowl Commercial

Engage: Ask students to predict how much an ad during the Super Bowl costs. Tell students: The Super Bowl is the most viewed sporting event in the country. Super Bowl commercials are famous for being expensive and innovative. Infamously, Super Bowl commercials are high dollar advertisements ranging from \$5.1 million to \$5.3 million dollars for 30 seconds of airtime. Over the years, many commercials have included public service announcements or cover educational issues as a way to sell products and provide information for the viewers. (Optional: Have students view several public service or education style Super Bowl commercials).

Explore: Ask students about their favorite commercial. Have them find it on their phones or classroom computers and show it to a partner. Have students justify why it is their favorite and what aspects make it interesting and informational.

Explain: Tell students about the parts or aspects of a good commercial: emotional connections (pathos), highlighted/key information only (logos) and the presence of authority, like a celebrity or perception of right or wrong (ethos), as well as multiple angles, settings and transitions. Explain the importance of planning out the parts of a commercial in order to ensure all content is delivered in your message in 30 seconds.

Elaborate: In groups of 2-4, have students create a science, technology, engineering and mathematics (STEM) commercial for the Super Bowl. Students should use what they learned in the (8) Modules to create a 60 second video that defines STEM, demonstrates how STEM is a part of sports, and convinces other youth to get involved in STEM classes, concepts, or groups in their area.

Evaluate: Students should view their peers work: either set up a screening on a classroom projector or have students set up computers for each group as a showcase style-screening. Students should complete a reflection or peer review sheet as they observe each concept (See the provided example peer review sheet).

Requirements for film:

- Storyboard (40% of final grade)
- Script (20% of final grade)
- 2-Transitions
- 2-Interviews
- 3 Different backgrounds or locations
- Demonstrates a hands-on STEM topic (40% of final grade)



Scene Title: _____

Time Estimate: _____

Location: _____

Transition: _____

Script: _____

Scene Title: _____

Time Estimate: _____

Location: _____

Transition: _____

Script: _____

Scene Title: _____

Time Estimate: _____

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Scene Title: _____

Time Estimate: _____

Location: _____

Transition: _____

Script: _____

Name: _____

Class: _____

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Peer Review

Commercial #: _____ Title: _____

Producers: _____

What STEM topic was demonstrated?

Describe the concept they demonstrated.

Was the topic demonstrated correctly? Why or why not?

How were ethos used in the commercial? Be specific and provide an example and dialogue to support your answer.

How were pathos used in the commercial? Be specific and provide an example and dialogue to support your answer.

How were logos used in the commercial? Be specific and provide an example and dialogue to support your answer.