

# A Brief History of The National Creative Challenge: National Theatre Commercial

<https://thenationaldchistory.org>



## Activity Overview

**Grade Level:** High School (9th – 12th)

**Subjects:** Digital Media, Visual Arts, Theatre

**Estimated Time:** 60-90 min

**Materials Needed:** Pen or pencil, paper, video recording device, materials to create props/backdrops

**Activity Format:** Group or individual activity

**Summary:** In this activity, students will produce a 3-minute commercial that advertises the intriguing history of The National Theatre. The commercial should highlight the unique history of the theatre and encourage viewers to want to learn more and buy tickets to the next show.

## Activity Guide

- If working in groups, instruct students to assign each group member a role for the project, such as: Actor, Director, Timekeeper, Set Designer, etc. Students should provide a two-sentence description of the concept for their commercial that includes: a historic topic chosen from the *A Brief History of The National Theatre* website, the message, and the theme. Encourage each group to consider these questions:
- What makes The National Theatre unique? Who is the theatre's audience? How is the theatre engaged with the community? What is the impact of The National Theatre?
- Each commercial should include a clear setting, some form of physical activity, defined relationships between characters, and a clear takeaway message.
- Encourage students to use at least three different forms of creative expression in their commercial. For example: music, poetry, spoken word, rap, dance, voice over, etc. Coach students to make choices about props, setting, makeup, costumes, and lighting that enhance their intended message.



**THE NATIONAL THEATRE**  
WASHINGTON, D.C.

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