

## Final Project: Movie Trailer

Produce an original movie trailer by yourself or with one partner by deadline. "Original" means that all footage for your trailer must be original footage that you shot yourself or with your partner. If you work with a partner, then each of you are required to submit an independently edited movie trailer.

### Required Movie Trailer Formula:

Original Footage + Original Voiceover + Fair Use Soundtrack + Other

**Restrictions:** NO nudity, profanity, no sexual references, no discrimination, no excessive violence, no bloodshed/gore.

**Required length:** 30 seconds (minimum)

**Soundtrack:** Soundtrack must have no copyright attachments. Fair use music only.

### Deadlines:

- Plot Summary: Monday, May 14 (1st); Tuesday, May 15 (7th)
- Raw Footage: Thursday, May 17 (1st); Friday, May 18 (7th)
- Voiceover Script: Monday, May 21 (1st); Tuesday, May 22 (7th)
- Final Project: Seniors: Tuesday, May 22; Non-Seniors: Friday, May 25
- Movie Trailer Viewing Festival: Tuesday, May 29 (1st); Thursday May 31 (7th)

Movie Trailers will be judged on meeting Required Movie Trailer Formula (above) + clear sense of movie's direction + quality of footage (including shot compositions) + variety of shots + audio clarity

### A TRAILER IS ITS OWN FILM

Put very simply, a trailer is a condensed version of a feature, so it should be a collection of a movie's greatest elements.

### What a Movie Trailer Accomplishes:

Introduces Basic Premise of Movie

Introduces some, but not all, of the main Characters

Uses Music

May use sound effects

May place text on screen

### Basic Structure: Act 1, Act 2, Act 3

Act One: Introduce the films' characters and environment.

Act Two: Complicate their world with obstacles to overcome.

Act Three: Intensify the conflicts and ratchet up the tension/excitement/humor. (Montages invariably end up in Act Three.) There can be four acts, there can be one — it really just depends on the material. But three acts is a good place to start. Most importantly: never resolve anything! Whenever possible, leave questions unanswered. Don't tie up loose ends. Keep the audience wanting more.