

## Movie Trailer / Preview Assignment

### Video-Film

Trailers consist of a series of selected shots from the film being advertised. Since the purpose of the trailer is to attract an audience to the film, these excerpts are usually drawn from the most exciting, funny, or otherwise noteworthy parts of the film but in abbreviated form and usually without producing spoilers. For this purpose the scenes are not necessarily in the order in which they appear in the film. A trailer has to achieve that in **less than 2 minutes and 30 seconds**, the maximum length allowed by the MPAA.

Most trailers have a **Three-Act Structure** similar to a full feature-length film:

- **Act I** lays out the **premise** of the story (time, place, main characters)
- **Act II** drives the story further by **adding conflict** and usually ends with a dramatic climax
- **Act III** usually features a strong piece of "**signature music**" (either a recognizable song or a powerful, sweeping orchestral piece), and a **visual montage of powerful and emotional moments** of the film.

**Voice-over narration** is used to briefly set up the premise of the film and provide explanation when necessary. Since the trailer is a highly condensed format, voice-over is a useful tool to enhance the audience's understanding of the plot.

**Assignment:** You will create an original movie trailer for an original movie.

#### **PROJECT REQUIREMENTS:**

- **Three-Act Structure** (as described above)
- **Narration** (either Voice Over, Character Dialogue, or Titles)
- **Visual Montage** of at least 8 Powerful / Emotional Moments
- **Signature Music** playing under the montage
- **Movie Title and Credits** (in movie preview format)
- **Length:** No shorter than 1 minute and no longer than 2 minutes and 30 seconds.
- As always, be sure to include **good lighting, framing, audio, and dynamic shots**.
- An **approved storyboard** and **post-production form** must be submitted with your finished projects.