VIDEO
Movie Trailer
Overview

GOAL: Create a movie trailer for a selected movie.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Import sound files. D2	1.4, 1.8	Create a movie trailer that is at least 30 seconds but not longer than 60 seconds as an advertisement for a movie. The movie trailer should have audio clips and narration to support the movie clips as well as visual graphics or credits and screens to add realism for a movie preview. Use scripting and storyboarding when determining the audio and sound clips, narration, motion shots, still pictures, and transition effect to plan the production of the movie trailer. Have at least two peers to review your final production to provide two positive and two constructive comments. Use the comments to consider whether any additional editing of your production will be needed before submission for the teacher evaluation. Practice good file management.	Use the *Movie Trailer* assessment to evaluate the movie trailer on planning with the script and storyboard, length of production, audio levels and quality, still and motion images used, text quality and credits used, accuracy, realism, transition effects, and overall creativity. Also evaluate the degree to which the requirements were met and the directions were followed. The project will be peer reviewed for feedback and evaluated for good file management.
Access and capture recorded and live audio from a variety of sources (e.g., laser disk, CD-ROM, video, microphone). D4	1.4, 1.8		
Edit sound files. D5	1.4, 1.8, 2.2		
Access and capture video clips from a variety of sources (e.g., laser disk, CD-ROM, video camera). E1	1.4, 1.8		
Alter frames per second. E3	1.4, 1.8		
Transfer digital video output to other media (e.g., videotape, disk, CD-ROM, Web page). E5	1.4, 1.8		
Use organizational tools to plan multimedia products (e.g., storyboarding, outlining, branching). A19	1.4, 2.7		
Manage files. A7	1.4,2.7		
Proofread and correct multimedia documents. A14	CA1, 2.2		

Activity originally developed by Jeff Cochran, Columbia Career Center; adapted and used with his permission.

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Teaching Points

Overview

Previews to a movie are used to create interest in the movie so persons will attend the first weekend it opens and the weeks thereafter. The attendance of persons at a movie equates to larger profits for movie makers. This assignment will allow students to be creative in developing their own movie preview/movie trailer.

Content Review

Review the following with students:

1. Video formats—analog (VHS) and/or digital (camcorders that allow you to use Firewire)
2. File formats—how to export a movie (.MOV)
3. Software—non-linear editing programs (Premiere, FinalCut, iMovie)

Activity Preparation

View the previews of movies from television and/or previous students' work. Use the assessment instrument and note the areas that will be used for class production.

Discuss storage capacity of different storage devices because of resolution, size of still pictures, or length of motion film.

Discuss scripting and storyboarding for media productions.

Discuss and demonstrate the options for capturing and transferring motion productions.

Practice sound and audio fades and dissolves.

Practice transition effects on video.

Discuss and practice text processing (credits/titles) and the software used to create text.

Resources

Supplies and materials needed for the activity:

Camcorder
VHS tapes
CD/DVD

Movie previews
Computer
Internet connection
Audio software
Video software
Equipment for converting video and audio files

Web sites (and/or key words to use for search):

http://hotwired.lycos.com/webmonkey/01/10/index3a_page2.html?tw=multimedia
Importing sounds

http://www.macromedia.com/livedocs/flash/mx2004/main/11_soun2.htm
Importing sounds using Flash

http://www.macworld.com/2000/09/bc/04imovie/
Importing audio and video files using the MAC

http://165.248.2.40/idl2000/savesound.html
Saving audio and video clips; includes information on citations

http://pd.l2l.org/linktuts/multint.htm
Saving audio and video files

http://www.library.georgetown.edu/dept/gelardin/guides/Premiere/
Using Adobe Premiere

http://www.geocities.com/movie_hobbysite/movie-trailer.html
Movie trailer site(s)

Key words: *audio,video, free audio software, free video software, importing audio tutorials, importing video tutorials*

Books, articles, and other resources:

Brown, T. (2004). *Cubase SX for Macintosh and Windows: Visual quickstart guide.* Berkeley, CA: Peachpit Press (Pearson Education).

Counts, E. L. (2004). *Multimedia design and production for students and teachers.* Boston, MA: Allyn and Bacon (Pearson Education).

Lich, B. (2003). *DVD burning solutions.* Boston, MA: Thomson Publishing.

Middleton, C. (2003). *Complete guide to digital audio*. Boston, MA: Thomson Publishing.

Roback, S. (2004). *Pro Tools 6 for Macintosh and Windows: Visual quickstart guide*. Berkeley, CA: Peachpit Press (Pearson Education).

Solomon, A. W. (2004). *Introduction to multimedia.* Columbus, OH: Glencoe (McGraw-Hill).

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Assignment

In this project you will produce a "trailer/teaser trailer," at least 30 seconds but not more than 60 seconds long, for a fictional sequel. Be creative. Remember, this is a promotion to make the viewer want to see the movie, but not to give away too much of the story. The trailer is to be rated G. Create a new *movie trailer* folder to hold all media and editing of the project.

1. Watch the movie(s) several times to help you plan. Write down (log) the times (position on tape—hr/min/sec on VCR/DVD) so you will know where the scene is before you begin the capture steps. *You only need to log the shots you know you will use in your sequence.*

2. Script the audio clip(s) and narration you plan to use.

3. Storyboard/sketch the scenes and the order you want the scenes to appear. Give a short description of what happens in the clip and the special effect or text you plan to add to accompany the scenes.

4. Capture movie clips using the analog/digital conversion station(s) or camcorder(s). (Always start at least 5 seconds before and end a few seconds after the selected clip to prevent capturing the word *play* or *video calibration*.)

5. Move clips to your editing workstation with camcorder.

6. Edit clips in sequence to reflect the script and storyboard.

7. Use the preset DV-NTSC settings for your non-linear editing program (project file).

8. Export completed video sequence as a QuickTime file for viewing purposes.

9. Get feedback when finished. Find two people that would potentially represent the audience for the trailer. Have each person give you two positive comments and two constructive comments about the trailer. Make changes if necessary.

10. Submit a print screen of your timeline from the video editing software.

11. Submit the movie trailer, script, storyboard, feedback/peer review, and print screen of project folder.

NOTE: Remember to look over the scoring guide. (Projects will be peer evaluated using the scoring guide.)

Things to consider:

1. Use seven or more different clips from the selected movie (either still pictures or video clips).

2. Find someone with a booming voice for the narration.

3. Stock video/images/audio can be used (consider your resources).

4. Text: Consider visual graphics.

5. Include green "Preview Approved" or "Twentieth Century Fox" screens before movie trailers to add realism.

6. Use transition effects. Fades or dissolves in movie trailers are usually seen.

7. File management is essential.

Resources

Web sites (and/or key words to use for search):

http://hotwired.lycos.com/webmonkey/01/10/index3a_page2.html?tw=multimedia
Importing sounds

http://www.macromedia.com/livedocs/flash/mx2004/main/11_soun2.htm
Importing sounds using Flash

http://www.macworld.com/2000/09/bc/04imovie/
Importing audio and video files using the MAC

http://165.248.2.40/idl2000/savesound.html
Saving audio and video clips; includes information on citations

http://pd.l2l.org/linktuts/multint.htm
Saving audio and video files

http://www.library.georgetown.edu/dept/gelardin/guides/Premiere/
Using Adobe Premiere

Key words: *importing sounds, importing video, saving sound files, saving video files,* and adding *tutorial* to the key words

Student _____   Due Date _____   Date Submitted _____

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Assessment

Criteria	Excellent	Average	Poor
Storyboard/Planning (6)	**6-5** Professional storyboard with descriptions and times	**4-1** Sloppy storyboard	**0** No plan
Time Requirements (4)	**4** Meets requirements	**3-2** Just under designated time	**1-0** Over designated time or half as long as designated
Appropriate Content (6)	**6-5** Appropriate and relevant media used, audience knows enough, but not too much about movie	**4-2** Some media used may not be relevant or fit theme, may give away too much of plot/ending	**1-0** Not sure what movie is about
Audio/Levels (5)	**5-4** Appropriate audio levels throughout	**3-2** Incorrect fade levels, background music may be too loud to hear narration	**1-0** Audio levels are not consistent and audio captured is not quality—audio may jump
Quality (4)	**4** Good quality audio	**3-2** Quality could be slightly better	**1-0** Needs considerable improvement
Images/Video Quality (6)	**6-5** Good quality video and images	**4-2** Video may be too choppy or pixilated	**1-0** Needs considerable improvement to be marginally acceptable
Text Quality (4)	**4** Efficient use of text, easy to read, font type agrees with theme	**3-2** Choice of type font or color could be better, may be a little hard to read	**1-0** Little effort, distracting, poor choice of type font or color

Student _____   Due Date _____   Date Submitted _____

Criteria	Excellent	Average	Poor
Special Effects (5) Superimposing and video effects	**5-4** Smooth appropriate effects used	**3-2** Some effects not working properly or not smooth	**1-0** Effects may be inappropriate
Motion and Timing (5)	**5-4** Motion settings enhance video, brings attention to important text/images	**3-2** Moving objects may be too fast or slow	**1-0** Very fast or extremely slow motion settings, very distracting
Transition (3)	**3** Smooth appropriate effects used	**2** Some effects not working properly or not smooth	**1-0** Choppy or inappropriate
Creativity/Overall Impression (6)	**6-5** Original, creative, a must see movie	**4-2** Average appeal, may not entice attendance	**1-0** Idea "copied" from real example, may be hard to follow
File Management (3)	**3** All files and extensions showing	**2** No more than one file missing	**1-0** More than one file missing
Accuracy (5)	**5** 1 error remaining	**4-3** 2-3 errors remaining	**2-0** 4 or more errors remaining
Subtotal			

Total Points =

Other Requirements	
Use of camcorder or VCR-capture (**2**)	
Feedback – peer review (**5**)	
Subtotal	

Total Points =

Project Total =