VIDEO
Movie Trailer
Assignment

Activity Preparation and 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