

NEW MOVIE PROJECT

DOK (LEVEL TWO)

Your group is a group of movie producers. It is your job to come up with your movie studio's next blockbuster movie. Using a minimum of 15, cover all of the following categories in the following order. It is up to you to determine how many slides you want to use to cover each category. Your presentation should be between 12 to 15 minutes.

Research- List the Top 10 movies of all time in the genre you choose. Include pictures of the top movies you research, awards they won and their box office revenue.

Title Slide- Include Movie title and names of group members

Genre – Tell us the genre of your movie (drama, action, comedy, horror, ect.).

Rating - (G/PG/PG-13/R). References to adult movies and X rating are not acceptable.

Story Line- Give the audience one to two detailed paragraphs that describe the story of the film.

Stars- Who is going to star in your movie? Name of two to four stars, what characters will they play? Reasons you selected them. (past history/awards/maketability/ect.)

Target Market – What is the age, gender, and other demographics of target audience.

Release Date - What time of year will it open and why?

Related Merchandise - Describe at least THREE items that can be purchased that ties in with the movie. How much will it cost? Where can it be purchased?

Promotion- Be specific on how you will get the word out. Describe at least *one* specific TV event and *one* publicity event. You also need to add one promotion of your own choice.

Product Placement - List five companies or products that will appear in the movie. **Describe** how they will be featured and why it will a successful product placement for that company.

Poster- Create a movie poster that will get people in those seats!

Premiere- Create a premiere event that markets and opens your movie. Make sure this is a big event that will create some great publicity.

Soundtrack- Create a soundtrack for the movie along with a CD case cover. Pick songs that exist or new songs that you would like to create for the movie.

Presentation will be graded on:

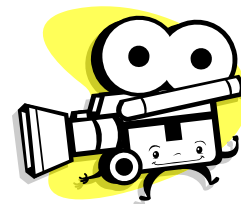
Information: Is your presentation relevant, detailed and well thought out?

Appearance: Is the appearance of the slide show and presentation professional?

Creativity: Are your ideas creative and will the movie stand out from hundreds of others?

Professionalism: A quality presentation includes knowing you material and looking at the audience, not the screen!

TOTAL POINTS = 100



DOCUMENT TITLE