

VIDEO

Movie Trailer

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).