

Videography

Producing a Movie Trailer

Objective

The goal of this module is to understand short form storytelling by producing a movie trailer.

What is a Movie Trailer?

That's the short little promo clip that often starts with the phrase: "In a world where ... "

According to Studio Binder, "Everyone loves a great movie trailer. They help create a buzz about your project. They entertain crowds as stand-alone, short-form tidbits of cinematic excitement. And, if you haven't even made a full film, a well-executed trailer can lead to successful financing."

Review the blog post: [How to Make a Movie Trailer That Grabs Attention](#)

Analyzing a Movie Trailer

1. Go to [iTunes Movie Trailers](#).
2. Select one film that you find interesting and one that you know nothing about.
3. Post your responses to the questions/statements below in the discussion based on **your viewing of the trailer only**.
 - a. Film you selected.
 - b. Film genre.
 - c. Production companies.
 - d. What the film is about? Or what do you think its about?
 - e. Overarching theme of the film?
 - f. Stars. A-listers or nobodies.
 - g. Would you see the film? Explain why or why not.
 - h. What did you like about the trailer? What did you not like? Be specific.

Producing Your Own Movie Trailer

You will produce your own movie trailer using the Trailer feature in iMovie. If you have any questions about using iMovie or the Trailer feature, please let me know.

You do not need to create your own footage. There are a number of royalty free websites with video clips. Just make sure they are age appropriate.

The story: A mild-mannered, thirty-five year old high school physics teacher becomes an "unexpected dad" to his wise-cracking, trouble-making, sixteen year old nephew.

That's the only information you get. You can create any plot you wish around that story. Your film can be in any genre you wish.

Your film will be in three acts. Use the information found at [Elements of Cinema](#) to think about how your story will develop.