Media Studies Elective

Media production task:
Produce a Movie Trailer using iMovie

Movie trailers are a powerful marketing tool used to attract potential audiences to see a movie. They often conform to a fairly rigid or stereotypical formula depending on the genre and era of the film. iMovie has provided templates to assist in producing trailers with relative ease.

Your task is to produce a trailer for your own film which must:

- Represent a recognisable genre
- Include your own video footage to highlight key aspects of the plot
- Include a range of shots appropriately (close, mid, long)
- Include dialogue
- Reveal enough about the plot (main character, crisis) to hook viewers

In order to achieve this you will need to plan your project carefully before you start filming. **Before filming** you must submit:

- A 'teaser' summary of the story (like you would find on a DVD cover)
- A detailed storyboard including
  - Key camera shots
  - Locations
  - Props

A good place to start would be to watch all of the templates to get a feel for what kind of film you could make.

Assessment:

Planning	20%
Consistent and recognisable genre	10%
Clear plot	20%
Camera shots	20%
Dialogue	20%
Visuals (text, transitions, effects)	10%

Due: Thurs Week 4 (25Feb)