Introduction to Movie Trailers

Respond to the following questions and be prepared to discuss:

1. What are the "elements" of most film trailers?

2. How do you determine the audience of a trailer?

3. What is the audience told or shown? not told or shown? why?

4. What is the primary purpose of trailers?

5. Who creates/edits/produces trailers?

6. How are trailers distributed/disseminated?

7. What specific techniques are used in trailers?

8. What is the length of most trailers?

9. Does watching a trailer make you desire more information?

Film Trailers Through a Literary Lens

TITLE	What mood is established? How is it established?	What themes are present? How are they established?	How are the characters portrayed?	Is this movie trailer persuasive? Explain
Trailer 1				
Trailer 2				
Trailer 3				

Making a Movie Trailer

"Okay folks, in this clip we're going to talk about how to make a movie trailer. A movie trailer is essentially the calling card for your film. It is...it's visual advertisement. So, when you're sitting down to make the movie trailer, pick the tone and the....the, the overall mood, and the...the vibe that you want to convey to your audience, first and foremost. Do you want it to match your film's overall mood exactly, or do you want it to be a little bit different than that? What's the best way to convey to your audience what type of film they're going to be getting into, and to really hook them and draw them in. So decide that very early on. Then figure out some of the best, most creative shots from your film. Like, pick and grab the...the little bits of interaction between the characters, or moments visually that, you know, really pop out at people, and figure out a way to cut and paste these into your thirty second to two minute package. 'Cause that is really essentially going to be the hardest part, condensing it all. These days, the standard format to follow is first, lay the ground work. Establish the story and the setting that it takes place. Then introduce the premise, or the characters, as the case may be. The next step in the formula, and this usually happens at about the minute mark or even the minute and a half mark, that's when things really start to pick up and you really go for the final knock-out punch. You start to really, like, up the tempo of your clips. You start to really throw a lot at the audience in terms of really powerful, dynamic moving images. And usually, this will crescendo up, up, up, up, up, up, up until the final knock-out blow, where at the very end you deliver that one last line, or that one last shot that is....that sustains just a little bit longer than the ones that were rapidly moving up to that point, and leaves the lasing impression on the audience. That is going to be the final thing that's going to really make them want to see this flick. So, again, the formula is; establish the story, establish the premise, steadily start to reel them in. Build it up, amp up the speed, the intensity, the....the, you know, the craziness of the clips, back to back. And then nail them at the very end with the knock-out punch. The knock-out, you know, line, visual, whatever, and then lastly leave them with the title and all the pertinent information. That is the best way to put together a movie trailer."

Brainstorming for Movie Trailer

At the end of our study of *Macbeth*, you will be asked to develop your own movie trailer for a film version of the play. Respond to the following questions to begin thinking about this project.

1. *Macbeth* has many themes, but since a trailer is so short, you will probably only be able to communicate one main theme. What theme do you think you might want to present in your trailer? Why? How will you go about communicating this theme?

2. As you have seen, trailers often give impressions of the main characters and even a few of the supporting characters. Which characters will your trailer include? Why? How do you plan on portraying them? What angles, lighting or framing will you include in this portrayal?

3. What mood or atmosphere are you hoping to create in your trailer? Why? How will you create this mood? Be specific with lighting, sound, camera movement, etc.

4. What are you excited, nervous, or unclear about with this *Macbeth* film trailer project?

Culminating Assessment: *Macbeth* Movie Trailer

Assignment: As a culminating project for this unit, you will work with a partner to plan, design, and present a trailer for a film version of *Macbeth*. Your trailer will need to demonstrate your knowledge of the theme and characters of the play as well as to create an appropriate mood through effective use of film elements. Like all trailers, yours will be short (under 2 minutes), so you will need to be concise in what you present. While real trailers are filmed and edited, there are a number of different ways for you to approach this project, depending upon your access to and familiarity with various technologies. Regardless of which option you select, the scoring guide will remain the same, no matter the technology employed. Possible final projects include:

1. **High tech:** a short movie that has been filmed and edited with music, images, and titles using editing software like I Movie.
2. **Medium high tech:** a PowerPoint that includes still pictures (15-20) of settings and actors with facial expressions, gestures, and costumes with the lines listed below. Music can be included.
3. **Medium low tech:** plan and draw a storyboard of your trailer and presenting it on large poster board. All dialogue and music should be identified.
4. **Low tech:** present your trailer live as a skit in class. You should have costumes, props, and music.

In addition to your trailer, you will need to submit a written piece that explains the choices you made to effectively communicate your intended theme, characters, and mood of the play.

Steps:
1. Look back at the brainstorming sheet for the trailer you completed earlier in this unit and look back through any notes you took during the reading of the play.

2. Make a list of the main themes explored in the play and determine which one you will be able to communicate most effectively. Make a list of the characters in the play and determine which ones you would like to present in your trailer to help you express your identified theme. Last, make a list of moods that have been identified throughout this play and determine which one will be most effective for your theme and characters.

3. With the choices you made in Step #2, complete the Trailer Prewriting Form.

4. Next, complete the Diction Chart that asks you to identify key lines from the play that will appear in your trailer to help you communicate the theme, mood, and characters.

5. Complete a draft of your trailer and have another group watch/see it and give feedback.

6. Finalize your project, including the written piece that explains your choices.

Trailer Prewriting Form

1. The theme we want to express in our trailer is _____

_____. This theme is

important in the play because _____

_____. We

will communicate this theme in our trailer by _____

_____

_____.

2. The characters we are going to make sure are in our trailer are _____

_____ because _____

_____. We want to

present these characters as _____

_____

_____. We will communicate these

characteristics through _____

_____.

3. The mood we are going to create in our trailer is _____

_____ because _____

_____. We will communicate this mood through

_____.

Diction Graphic Organizer

Directions: Choose the lines from the play that you will use in your trailer, and complete this chart. While you should be working with your partner, each student will complete their own chart.

Lines from play: Speaker, act, scene and line numbers	How would it be delivered? Also include costumes and film elements (ex: close up)	How does this help to establish theme, characters, and or mood?
Witches: "Double, double, toil and trouble; Fire burn and cauldron bubble." (4.1.22-26)	chanting slowly, deliberate enunciation of each word, confident. Start with a long shot and then cut quickly between each of the witches who are dressed in black rags.	They are witches partaking in a ritual by adding disgusting ingredients to a boiling pot in efforts to enchant it. It will give a sinister, foreboding feeling. They are stirring up trouble for all mortals, particularly Macbeth.

Lines from play: Speaker, act, scene and line numbers	How would it be delivered? Also include costumes and film elements (ex: close up)	How does this help to establish theme, characters, and or mood?

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Movie Trailer Peer Response

Show a rough draft of your trailer to another group, ask them to complete the following:

What theme do you think the trailer conveys? What suggestions do you have to make the theme more clear?

What mood do you think the trailer conveys? What suggestions do you have to make this mood more clear?

How are the characters portrayed in the trailer? What suggestions do you have to make the characterization more clear?

What suggestions do you have to improve the organization of the trailer? Where is it not as clear as it should be?

▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬ ▬

After looking over your peers' response, what are you planning on doing with your trailer before the final? Be specific about what you will include, change, add, or delete?

Written Portion of Culminating Assessment

Answer the following questions fully, with examples from the play, and plan on submitting with your final trailer.

1. **PLOT** – What is happening in your trailer? How did you convey the plot of the play?

2. **THEME** – What main idea (or big picture) do you want your readers to associate with this work? To you, what's main idea within the play? Why? How did you convey the theme?

3. **CHARACTER** – What aspects of the characters in the play did you choose to emphasize? Why these elements? How did you convey them?

4. **DICTION/LANGUAGE/DIALOGUE** –Why are the lines you chose to include in your trailer effective?

5. **MUSIC/RHYTHM** – How did you deliver the lines you selected (enunciation, rhythm, volume, etc.)? What made this effective? How did the music add to your trailer?

6. **FILM ELEMENTS** – These are the visual elements of your trailer. Describe the scenery, costumes, music, framing, lighting, sound effects and special effects in your trailer. How does this affect the audience of the piece?

Culminating Assessment: Scoring Guide – *Macbeth* Film Trailer

Standard	Exceeds Expectations (5-6)	Meets Expectations (3-4)	Does Not Yet Meet Expectations (1-2)
10.10. Identify the qualities of character, and analyze the effect.	Choice of actor, facial expression, costumes, props, voice, emotions are used to create a powerful and accurate portrayal of a character. The lines were thoughtfully chosen and reveal a thorough understanding of the characters.	Choice of actor, facial expression, costumes, props,voice, emotions are used effectively to portray a character. The chosen lines are appropriate and demonstrate knowledge of the characters.	Choice of actor, facial expression, costumes, props,voice, and emotions are not used in a way that portrays a character. The chosen lines do not seem to demonstrate much understanding of the characters.
10.18.2 Support a position with precise and relevant examples and evidence.	Every quality attributed to the characters and literary devices is supported with logically persuasive evidence from the text.	Some qualities attributed to characters and literary elements are supported with evidence; others either are not supported with evidence or the evidence itself is not convincing.	Qualities attributed to characters and literary elements are either not supported by textual evidence or the evidence cited does not connect logically with the claim.
10.11 Describe the function and effect of common literary devices	Carefully chosen and/or created photos/slides, music and sound effects, lighting, and costumes work together to create a mood appropriate for the trailer to convey clearly themes of Macbeth. The written portion also conveys this awareness.	Props, music and sound effects, lighting, and costumes create a mood appropriate for the trailer to convey themes of Macbeth. For the most part, the written portion conveys this knowledge of the effect of common literary devices.	Props, music and sound effects, lighting, and costumes are minimal or inappropriate and may not create a mood or convey themes appropriate for the trailer. The written portion does not demonstrate knowledge of literary devices
10.09 Identify and analyze the development of themes	Both the written portion and the trailer present an insightful and original interepretation of the major themes of the play.	The written portion and/or the trailer present a theme from the play that is made clear to the audience.	It is difficult to determine in the written portion or the trailer what theme is being presented.
10.19 Employ group decision making techniques	The planning time and product reveal a successful endeavor to produce an effective presentation. Obstacles are overcome with cooperation of all.	The planning time and product reveal a sincere effort to work together to produce an effective presentation.	The planning time and product reveal a lack of effort to work together to produce an effective presentation.