**Movie Trailer Assignment**

**What’s the assignment?**

There are multiple components to this assignment. See the checklist below for further details. You will work in design teams to develop your own movie pitch. I will assign your team a movie genre. You will create a poster for the film, come up with an accompanying soundtrack, and develop an agenda for getting a message to your target audience or company (Warner Brothers, Disney, etc.). You will make creative decisions about who to cast, what image you want to portray, and how to generate money through sponsorship, which will incorporate all the papers we have worked on prior to the project. This project is designed to meet course outcomes one and five. (\*\*\*Note: This is a hypothetical movie, and you will not be asked to actually film it or to script it out in its entirety.) You will, however, create a trailer for your movie using images and sound effects, and you will present your materials to the class on the week of the final. The pitch will be accompanied by a reflection of your rhetorical strategies. The pitch should be 1600-1800 words. Students will be asked to be movie critics of your film pitch. The group will receive a grade according to the criteria on the rubric.



The trailer must be a minimum of two minutes and thirty seconds and a maximum of three minutes long.

**Steps for success:**

1. Take advantage of your time in the studio to perfect your skills with imovie and audacity. You may need to cut your music to fit your trailer and you may need to go over your images several times to get the timing correct.
2. Study trailers to get a sense of the way they are formatted. (We will look at some examples in class.)
3. Consider your genre and come up with a loosely based idea for a plot line
4. Cast your movie. Who will play the lead roles?
5. Select your images based on these casting decisions
6. Determine the music for the piece from your set list or soundtrack (have three to four options to play with)
7. Make sure to give your movie a title
8. Think about who would produce the movie: 20th Century Fox, Disney, Warner Brothers, etc
9. Does your movie have an agenda? If so what?
10. Who might want to sponsor your movie? How can you incorporate them into your trailer/movie?
11. Create a credit reel

\*During your presentation to the class, you will pitch your movie to us as though we were the producers. You need to explain why this movie is important, why it should be made, and why you think it will be a success. Questions to consider: What are similar movies that have been successful in this genre? How does your movie compare? Who is the target audience? The pitch will be delivered orally to the class on the day of the final, but you will turn it in as you would a paper. An example pitch can be found online under final project.

Checklist:

* Soundtrack: 5 songs (at least one should be in the tailer)
* Marketing Materials: 2 total, but at least one should be made for your chosen sponsor.

(Examples: billboards, t-shirts, CD cover, Facebook Page, etc. )

* Movie Poster
* Pitch: 1600-1800 words (could go over if needed)
* Trailer: 2:30-3 min.
* Budget: estimates of how much you will need to spend on each on the film. This will require some research. You will see an example of such sheets online on ecollege.