

Movie Trailer

Working in small groups, you will write and record a 1 minute movie trailer for radio. The trailer will advertise the release of a current, past or fictional film to theatres or video. You must **re-enact** some dialogue from the movie for use in your trailer. This dialogue must be appropriate for school.

Required Elements:

- A detailed script,
- “Clips” from your film – you will create these
- Voiceover announcer
- Sound effects – SFX
- Appropriate music

Timing is important in radio. Please try to adhere to the time guidelines provided. Your final trailer should be exactly 1 minute long.

We only have 3 studios available to record in, so time management is crucial. Sign up for time in the studio and **BE PREPARED** to use this time.

Remember: KEEP IT CLEAN.

Marking Criteria:

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Criteria	Level 4	Level 3	Level 2	Level 1
Production <i>Quality of audio production</i>	Excellent sound quality. No distortion, clear voice. Effective use of SFX & music. Excellent editing. All elements included with additional details. Exactly 1 minute.	Good sound quality. Some audio distortion, voice mostly clear. Some ineffective use of SFX & music. Good editing. All elements included.	Below average sound quality. A significant amount of audio distortion, Several ineffective uses of SFX & music. Average editing. Some elements missing.	Poor sound quality. Lots of distortion, voice inaudible. Poor use of SFX & music. Poor editing. Some elements missing.
	20	16	12	10
Script <i>Emphasis on detail & creativity.</i>	Top quality writing and presentation in proper Script format. Easy to read, and the writing sells the movie. Follows format and includes all elements.	Good ideas, but not fully thought out. Not as easy to read. Does an average job of selling the movie. Follows format and includes all elements.	Adequate ideas, but not clearly conveyed. Hard to read. Does a below average job of selling the movie. Format not followed. Some elements missing.	Messy writing, and hard to understand. The idea does not sell the movie. Format not followed. Many elements missing.
	20	16	12	10
Audience <i>Effective targeting of a distinct audience</i>	Hits the target audience.	Target audience could be more clearly defined.	The target audience is too broad.	The target audience is not clear.
	10	8	6	5

Good Luck and have fun!!!!