Film Studies
Everything but the Movie Project

This project is made up of 2 components: a trailer for a movie you will not produce and a poster for this movie.

TRAILER Due Date: _____

Produce a one-minute trailer for a film you will never make. Your trailer & movie concept must be inspired by a song whose use in trailers has become cliché.

Your trailer must include:
- ❖ One minute run time
- ❖ Footage from "film"
- ❖ Titles
- ❖ Awards/nominations/recognitions, and critiques
- ❖ Music
- ❖ Voiceover

NOTES
- ✓ The best way to find out what should be in a trailer is by watching other trailers!
- ✓ Consider the trailer theory and history we discussed in class.
- ✓ Grades for the trailer will be amassed as production continues along with the usual 10-grade breakdown described in class included at the conclusion of this project.

POSTER Due Date: _____

Create a one sheet movie poster to accompany the film promoted in the trailer. You will be collaborating with a student from Mrs. Longueira's photography class.

Your movie poster MUST include:
- ❖ Movie title and tagline. A tagline is a slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of the film. Examples of famous movie/television taglines are: In space no one can hear you scream. – Alien Just when you thought it was safe to go back in the water... – Jaws 2 A long time ago in a galaxy far, far away... – Star Wars
- ❖ Minimum of 3 graphics (at least one picture MUST be an original)
- ❖ At least 2 of the major actors' names
- ❖ Release date
- ❖ Credits: producer, director, writer, DP, editor, sound
- ❖ The production company/studio
- ❖ Awards/nominations/recognitions, and critiques

NOTES
- ✓ Typefaces (fonts) should match genre; what font will you use for the billing block?
- ✓ A poster should be Aesthetic - It should get attention so the message is delivered.
- ✓ A poster should be Focused - It should focus and communicate on a single message.
- ✓ A poster should be Ordered - The sequence should be well ordered and obvious.
- ✓ A large heading and a large image draw your eye into the image and there is a clear hierarchy of information.
- ✓ The best way to find out what should be on a poster is by looking at other poster designs.
- ✓ Grades for the poster: 4 grades creativity, 4 grades requirements, 2 grades NCO

OTHER REQUIREMENTS Due Date: _____
- ❖ Proposal and pitch that must include the following: genre, inspiration, three sample posters, three trailer sketches to brainstorm ideas, completed trailer report = 5 grades
- ❖ Treatment for the movie you will not make – one to two pages typed = 2 grades
- ❖ Shooting script for the trailer using two-column format and `Courier 12` font = 3 grades

NAME
SURNAME

NAME
SURNAME

NAME
SURNAME

SPECIAL GUEST
NAME SURNAME

TAGLINE

CRITIQUE
MOVIE CRITIC, PUBLICATION

CRITIQUE
MOVIE CRITIC, PUBLICATION

FROM THE DIRECTOR OF
A FILM
AND THE PRODUCERS OF
OTHER FILMS

CRITIQUE
MOVIE CRITIC, PUBLICATION

CRITIQUE
MOVIE CRITIC, PUBLICATION

LOGO FESTIVAL
(FESTIVAL AWARD)

LOGO FESTIVAL
(FESTIVAL AWARD)

THE TITLE

A FILM BY THE DIRECTOR BASED ON THE NOVEL BY THE WRITER