Name: _____

Anti-Movie Trailer

The goal of this project is for students to create a movie trailer to produce an emotional reaction from the audience that is the opposite of the original film.

This project will be done individually. You will be creating an anti-movie trailer using footage from the movie of your choice. You will choose clips that can be sequenced and edited together to create an "opposite themed (genre)" movie trailer.

For example:
The Avengers made into a romantic comedy.
Despicable Me made into a serious drama.

Requirements
1. Previews must use appropriate footage - "approved" for all audiences.
2. Running time of 1 to 2 minutes.
3. The movie is your choice. The trailer must be for an opposite genre.
4. Planning sheets need to be approved prior to starting the work.
5. IT'S ALL ABOUT THE AUDIO!
   a. Choose audio that has the tone you wish to create.
   b. Edit to the beat of the film.
   c. If you include dialogue, be sure that you duck the music, so we can hear it.
6. Title/Lead in for a trailer (ie. green screen introduction or 20th century fox).
7. Titles or voice overs if appropriate
   a. All titles should be formatted appropriately, timed appropriately, and animated appropriately.
8. Appropriate Transitions
   a. Trailers typically use a lot of transitions.
9. Appropriate Video Effects
   a. Consider using video effects to create a new tone for the clip.

Planning

What is the name of your chosen Movie?

Where will you be getting the footage necessary to complete this project?

What is the current genre or theme of your movie?

What anti-movie emotion or genre will you be creating?

What are characteristics of your new genre?

Typical setting	Typical characters	Typical plotlines	Typical props and objects	Typical themes

What will you incorporate into your project to add interest, creativity, and to produce an emotional reaction from your audience?

Background Audio	Name of Song:
Voice Overs	_____ Y _____ N
Titles	_____ Y _____ N
Video Effects	Describe:
Other:	Describe:

Create an outline for your trailer:
1. Title/lead In for the trailer
2. Act I: Set up characters and setting
    a. Who are your characters?

    b. Where does your film take place?

3. Act II: What obstacle will the main characters have to overcome?

4. Act III: What types of scenes will you use for the intense/fast cutting/montage section of the trailer?

5. Hook: How will you end your trailer with your audience wanting more?