**TOPIC:** **To produce a 120 second trailer for a feature film aimed at a specific audience.**

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| **KEY ASSESSMENT SKILLS** | **You will need to:** |
| **A03 Research, planning and presentation /15** | * Research and plan independently and effectively.
* Demonstrate flair and creativity through planning work that is convincing and uses the correct forms and conventions.
* Present material skilfully.
* Show a clear understanding of how audiences are identified and how production is tailored to audience needs and expectations.
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| **A04 Construct and Evaluate /30** | * Make a product using production skills appropriately and effectively.
* Handle technology confidently, including ICT.
* Use techniques, codes and conventions of the chosen film genre appropriately.
* Evaluate your product, making reasonable and critical connections between the experience of carrying out the production and all the key concepts studied.
* Use accurate spelling, punctuation and grammar.
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**Remember, you will need to:**

* **Plan an effective film trailer, using the codes and conventions of your chosen genre.**
* **Produce a script prior to starting filming**
* **Assign clear roles/responsibilities to all members of your group**

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| **Keep a log of any research and planning done, individually and as a group. This can include filming schedules, notes taken during meetings/discussions, etc.** RULES:* No child actors – must be people in your group, or your own peers.
* No weapons, fake or otherwise, in public places
* No dangerous activity
* No simulation of illegal activities in public places
* No inappropriate behaviour
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Below is a list of things you may want to include in your trailer. Plan as a group how you will tackle these.

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| FEATURE | PURPOSE |
| Rating Band (Certification) and Studio Info | Rating logo and Studio logo at the start of the trailer |
| Voice-over/Narration | Tells story, quotes reviews, addresses the viewer personally, adds atmosphere |
| Plot Summary | Indicates the beginning, middle and end of the film. Usually has signature music, photos, images, etc of key moments in the film, a cast list. |
| Music (Theme tune or associated songs/soundtrack) | Signature theme tune, pop songs, helpful in providing connotation to audience |
| Cast, Crew information | Cast run (list of actors)Crew = production teamBilling block = crew list in small print in the last frame of the trailer |

As a group, you will need to choose from one of the pre-selected genres generated for you. Your film trailer must follow the storyboard you’ve selected to begin, but how you end it, as well as how you incorporate all of the visual/textual elements of a trailer, are left up to you.

To start, you should work through the following

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| **Criteria** | **Notes** |
| **Storyline** – *briefly describe a basic plot idea for your film. What bits will you choose to reveal in your trailer? Think back to the 3 Act Structure of trailers.* |  |
| **Characters** – *Create a cast of characters, which should be featured in your trailer. Assign actors (people in your group, people you know) to these roles, if possible.* |  |
| **Setting** – *Where is your film/trailer going to take place? How can you represent this? Where will filming take place? How will you make setting obvious? Do you need props, backgrounds, etc.*  |  |
| **Camera Angles and Techniques** – *What types of angles and filming techniques are commonly employed by your chosen genre? Create a list here, that you can check against later.* |  |
| **Written Codes** – *What types of written codes are commonly employed by your chosen genre? Create a list here, that you can check against later.*  |  |
| **Sound** – *What types of sounds will you need to include in your trailer? Narration, voiceover, music, etc.*  |  |