*** **Movie Trailer / Preview Assignment** (50 pts. possible)

A trailer or preview is an advertisement or a commercial for a feature film that will be exhibited in the future at a cinema. The term "trailer" comes from their having originally been shown at the end of a feature film screening. That practice did not last long, however, because patrons tended to leave the theater after the films ended, but the name has stuck. Trailers are now shown before the film begins.

Trailers consist of a series selected shots from the film being advertised. Since the purpose of the trailer is to attract an audience to the film, these excerpts are usually drawn from the most exciting, funny, or otherwise noteworthy parts of the film but in abbreviated form. For this purpose the scenes are not necessarily in the order in which they appear in the film. A trailer has to achieve that in less than 2 minutes and 30 seconds, the maximum length allowed by the MPAA.

Most trailers have a **Three-Act Structure** similar to a full feature-length film:

- **Act I** lays out the **premise** of the story
- **Act II drives the story further by <u>adding conflict</u>** and usually ends with a dramatic climax
- **Act III** usually features a strong piece of "**signature music**" (either a recognizable song or a powerful, sweeping orchestral piece), and a **visual <u>montage</u> of powerful and emotional moments** of the film.

Voice-over narration is used to briefly set up the premise of the film and provide explanation when necessary. Since the trailer is a highly condensed format, voice-over is a useful tool to enhance the audience's understanding of the plot.

Assignment: You will create an <u>original</u> movie trailer for an <u>original</u> movie.

Project Requirements:

- Three-Act Structure
- Narration (either Voice Over, Character Dialogue, or Titles)
- Visual Montage of Powerful / Emotional Moments
- Signature Music
- Movie Title and Credits (in movie preview format)
- Length: No shorter than **1 minute** and no longer than **2 minutes and 30 seconds**.
- As always, be sure to include **good lighting**, **clear audio**, and **dynamic shots**.

*** Advertisement / PSA project (25 pts. possible)

An **Advertisement** promotes a product or service.

A **Public Service Announcement** (**PSA**) is intended to benefit the public by raising awareness of an issue, affecting public attitudes, and stimulating action.

You may select a real or imaginary product / service for your ad.

Make it **dynamic**. Remember, your ad has to convince people your product or service is worth buying.

Ad/PSA Requirements:

- Use **rapid edits** to keep viewers' attention
- Use **close-ups**
- Use **clear audio** and **good lighting**
- Keep it simple. **Short, memorable slogans** are easy to remember. ("Got Milk?")
- Use appealing **music** and **graphics** to attract viewers.
- Try associating your product with something **positive** (humor, success, health, wealth, etc.).
- Your Ads or PSAs should be between **45 and 90 seconds** in length.
- Points will be deducted from projects displaying **inappropriate content** including drug references, sexuality, or profanity

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Some Ideas for Ad / PSA Project:

- Make an ad for **Video-Film** class (or any class)
- Promote your **Sports Club** / **School Club** / **Organization**
- Promote your **Band**
- Advertise an **Upcoming Event**
- Make a PSA about something you feel strongly about: **Anti-Drug** / **Bullying** / **Littering**…
- Promote **Earth Day** / **Recycling**
- Promote a **Charity**
- Make an ad promoting **La Costa Canyon High School** to incoming students and their parents
- Advertise your (or your parents') **Business**

*** Music Video Project   (50 pts. possible)

Assignment: Create an <u>original</u> Music Video to accompany a song of your choice.

- Select a song with clearly audible lyrics.
- Edit the video to match the **tempo** of your song.
- The on-screen images should **relate to the subject matter** of the song.
- Include at least **15 seconds** of lip-synching.
- The use of inappropriate content, including profanity, sexuality, or drug references, is prohibited and will result in point deductions.
- Take advantage of filters and special effects to make your video dynamic and interesting.
- Video length should be between **3-5 minutes**
- Submit to **<u>LCC Video-Film Facebook</u>** or via **Flash Drive**

*** Documentary Project (50 pts. possible)

Minimum Requirements:

- Documentary must be between **3 and 5** minutes in length
- Include a **title** at the beginning and **credits** at the end
- Include each of the following techniques in your finished project:
    - **Narration (either Voice Over or Titles)**
    - **Ken Burns Effect on a Still Shot**
    - **Found Footage**
    - **Audio Splitting**

Special Considerations:

- Make sure your **audio levels** are appropriate and audible
- Consider adding **music**, **sound FX**, and **camera angles/techniques** to help tell your story and make it more interesting.
- Get lots of footage and give yourself a lot of time for editing (and possible re-shooting)
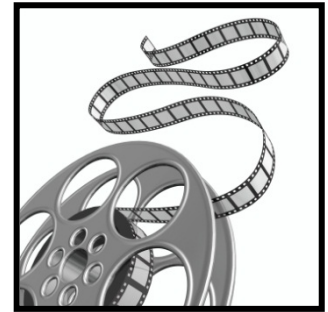
*** **Short Story Project** (50 pts. possible)

<u>Assignment</u>:
Shoot and edit an original **short story** video project. Your video must have a <u>conflict</u> and a <u>resolution</u>.

<u>Minimum Requirements</u>:
- Video must be between 2 and 5 minutes in length.
- Include a <u>title</u> at the beginning, and <u>credits</u> at the end.
- Include at least one of <u>each</u> of the following techniques:
    - establishing shot
    - close up
    - matching edit
    - neutral frame edit

<u>Final Words/Rules</u>:
Try shooting dialogue scenes <u>close to the camera</u> so the camera microphone will pick up your voices clearly. We have one boom mic, and two wireless mics available for use.

Please try to maintain "**continuity**" between scenes (clothes, expressions, weather, etc. should match from shot to shot).

Remember, you will be editing the raw footage at a later date, so you do not need to shoot scenes in chronological order. Consider shooting in "**set-ups**" – all your shots that take place in the same area will be shot when the camera is "set-up" there. Plan on shooting more than one "take" of each shot. **Keep shooting until you get it right**.

Remain quiet and respectful on campus. Stay out of the quads and parking lots. **<u>No Fraternizing With Slackers</u>**. **Keep it <u>PG</u>**. **I will deduct points for inappropriate language, behavior, or subject matter.**

*** **Mini-Movie Project** (100 pts. possible)

The Mini-Movie is just what it sounds like: a short version of a real movie (or a longer version of the Short Story Project). It needs to have a **story** (plot), a **conflict** to move the story along, and a **resolution** (ending). To tell your story you may use **character dialogue**, **voice-over narration**, or a combination of the two. **Consider shooting within a genre** to make it easier to plan and write. Some genre suggestions include: Horror, Romance, Crime, Action, Adventure, Comedy, Western, Science Fiction, Drama. Or, consider combining genres to make it more interesting, such as: Horror/Comedy, Crime/Romance, etc. I recommend spending a good chunk of time planning and writing the story itself. The story should make sense and be interesting to your audience. A good story will be the key to success. The **Mini-Movie is worth up to 100 points.**

The Mini-Movie will need a **title and/or credit sequence**. Be creative and try to make your titles and credits fit with the theme or style of your project.

When grading your project, I will also look for good **sound quality**, appropriate **music choices**, **well-lit** and **well-framed shots**, **costumes**, **props**, and **seamless editing**.

Suggested Shooting Schedule:

- **Pre-Production** (one week) During this time, you should brainstorm story ideas, write a script and/or storyboard, begin memorizing dialogue, plan a shooting schedule, and locate props.

- **Production** (one to two weeks) This is when you shoot most of your footage. Plan on encountering problems. You may need to re-shoot scenes until you get good, usable footage. Use **close-ups**, high and low angle shots, zooms, pans, tilts, dolly shots – make it interesting to look at.

- **Post-Production** (one to two weeks) includes editing, adding music, dubbing dialogue, adding titles, and often re-shooting scenes. Don't be afraid to re-shoot. Try to make every shot as good as it can be. Watch your audio levels to be sure that all dialogue is audible. Watch your matching edits and look out for continuity problems (clothes, angles, lighting, etc. should be consistent).

Additional Requirements:

- Final project must be between **8 and 15 minutes in length** (NOT including credits or blooper reels).

- Must be **appropriate** for school. I will deduct a **minimum of 10 points** for inappropriate content. See me first if you have any questions.

*** **Re-Shoot Project** (50 pts. possible)

Duration: Approximately **5 minutes** (2 ½ minutes of original footage and 2 ½ minutes of re-shoot)

What You Will Do: Locate an interesting or famous scene from a major motion picture and **re-shoot** the scene as exactly as possible.

- **Select** a scene to re-shoot
- **Rip or download** the scene and rename as .MP4 format
- **Create a DETAILED storyboard or script** of the scene. Show all <u>angles</u>, <u>edits</u>, <u>tracking shots</u>, etc.
- Take note of all elements of your chosen scene so that you can duplicate them. You may need to locate the **screenplay** or other outside sources to identify specific dialogue, songs, etc.
- **Re-shoot** the scene as closely as possible to the original. Make sure to match <u>costumes</u>, <u>FX</u>, <u>audio</u>, <u>soundtrack</u>, <u>camera angles</u>, <u>transitions</u>, <u>dialogue</u>, <u>duration</u>, etc.
- **Insert the original scene** into the beginning of your video, followed by your re-shoot of the same scene.
- **Add credits** at beginning and/or end of your project.
- **Add a few seconds of black** (with titles) between original and re-shoot.
- Make sure to <u>remove or obscure any profanity, nudity</u>, etc. **Keep it PG, please.**

*** **Skit Project**   (25 pts. possible)

A **Skit** is a short, usually comic performance. A good skit should
establish the characters and setting rapidly, build audience
expectations, and end with a surprising or ironic twist. Skits should
be between 30 seconds and 1 minute in length. Credits are not
mandatory, but a <u>title is required</u>.

Points will be deducted from projects displaying **inappropriate content** including drug
references, sexuality, or profanity

*** **Instructional Video**   (50 pts. possible)

Instructional Videos demonstrate useful, step-by-step methods of accomplishing a useful
objective.

Requirements:

- Clear, <u>scripted</u> voice-over or titles
- Well-framed camera shots
- Good lighting and audio levels
- Simplified, step-by-step directions, with appropriate accompanying images
- Useful and relevant subject matter (<u>teacher approval required in advance</u>)
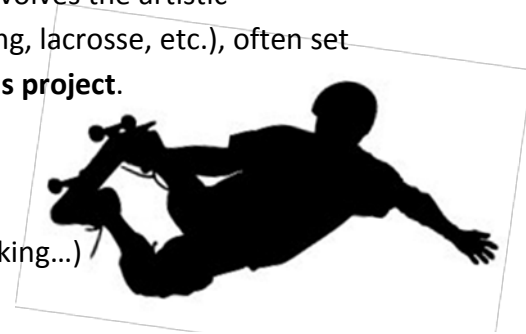

Some Suggested Topics:

- How to…
    - …import video to Final Cut Pro
    - …correctly light a video
    - …set the white-balance on a Panasonic DVX100B video camera
    - …create a music video
    - …extract audio from a video clip in iMovie HD
    - …shoot a matching edit

***Action Sports Video Project (50 pts. possible*)

The Action Sports video is part documentary / part music video. It involves the artistic documentation of an athletic event (motocross, skateboarding, surfing, lacrosse, etc.), often set to music. **Skillful and effective editing is crucial to the success of this project**.

Requirements:
- Approximately 3 – 5 minutes in length
- Multiple camera shots (tripod, hand-held, pan, tilt, dolly, tracking…)
- Multiple camera angles (low angle, high angle, bird's eye…)
- Creative transitions, titles, and FX
- Appropriate musical accompaniment
- Seamless, rapid, and synchronized editing

*Actors (athletes) in Action Sports Videos can receive no more than half credit (**25 pts.** max.). For full credit, participants must be significantly involved in the technical production elements of the video (i.e., camerawork, editing, directing – or engage in interviews, commentary, etc.).

Points will be deducted for inappropriate language, behavior, or imagery.

*** Genre-Shift Assignment (50 points possible)

Students will use footage from an existing film and re-edit it as a trailer for a film from a different genre. This is largely an editing project, in which scenes are selectively edited and shown out of sequence in order to achieve a different tone from the original film.
Other aspects that students should consider adding or modifying include:
   * Music,
   * Voice-Over Narration,
   * Titles, and
   * Special Effects/Filters

The trailer should be **90 to 120 seconds** in length.

Include titles at the beginning or end which identify the title and genre of the original film, as well as the title and genre of the re-edited version.