

Film trailers and posters

Areas for further study

- ▶ Storyboard a trailer for a well-known story. What elements would you include? How would you create audience appeal?
- ▶ Make a film trailer taking the photos/sequencing/adding transitions and sound.
- ▶ Analyse a trailer and present your findings to class considering how the trailer has been constructed to create appeal.

Most of the films explored so far have been for large studio production. Research a British and/or Independent film and consider how it has been marketed to audiences. Draw up a list of similarities and differences between the marketing of Hollywood American films compared to Independent and/or British films.

Extended task

Film trailers as you have learned are an important form of advertising and an integral part of a marketing campaign. You now need to draw together everything you have learnt about film trailers to form a structured piece of writing to answer the question below:

Q. How does your chosen trailer use typical conventions to create audience appeal?

- ▶ Choose a film trailer to analyse in detail. Watch the trailer several times and take notes. [You can use a note taking grid to help organise your ideas.]
- ▶ Refer to specific details in the trailer to support your points.
- ▶ Write up your findings using media terminology. [Be prepared to present your trailer and findings to class]

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GENRE	Make notes on the typical features of this type of film	NARRATIVE	Make notes on each stage
Iconography (typical visual features)		Equilibrium	
Settings		Disruption	
Typical Situations		Resolution [new equilibrium]	

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CHARACTERS/ REPRESENTATIONS	Comment on the main characters and their role in the narrative. How are males/females represented?
Protagonist	
Antagonist	
Helpers	

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AUDIENCE: What pleasures does the film offer viewers?
What features create appeal? Stars, CGI, genre...?