

Make a Trailer for TV

A TV spot is a trailer that will be shown on television in advance of the film's release to 'sell' the film to a particular audience. The TV spot you're making will be 60 seconds long.

Planning

Watch

Start by viewing all the assets – that means, the clips and the soundtrack. You may want to take notes so you are clear about which parts of the film are available to work with, as well as the length of each clip.

Listen

Listening to the different soundtracks will also give you an idea of the different moods you might want to create in the trailer. What effects might each of these soundtracks achieve?

Think

- Which shots, titles and sequences are essential to convey the best of the film to a television audience?
- What time of day will the trailer air?
- Which channels will it be shown on?
- What audiences could you appeal to (for example, if the TV spot is later at night, action scenes are more acceptable than if you are going to show it during the day or before a children's programme)?

Making

- 1) Select your chosen clips and create a 'rough edit' by placing your choice of clips on the timeline in an order that makes sense to you.
- 2) Watch your sequence of clips through once, thinking about which clips might need moving, adding or deleting.
- 3) Make adjustments as necessary.
- 4) Add in your chosen soundtrack and play the sequence through again. Make any further adjustments on the basis of how the sound 'fits' with your chosen clips, thinking especially about timing and rhythm.
- 5) Once you're happy with your sequence, you can create titles (text which appears on a black background) if you want to convey further ideas or information in text form, or add your own credits to the end of the trailer.
- 6) Finally, save your work carefully.

Compare

Now, share with another group to compare your versions: what differences are there? What common themes or clips run through your trailers?