

Narrative image: style of a trailer

As you watch the three trailers, complete the chart below to record your thoughts and understanding. Where possible, refer back to Dan Skinner’s observations and comments.

Questions	Trailer A	Trailer B	Trailer C
Is this trailer a teaser, main trailer or TV spot?			
How can you tell?			
How are graphics used in the trailer?			
For which platforms and devices do you think this trailer was created? How can you tell?			

Thinking deeper

These three trailers present a narrative image of the same film. To what extent is the narrative image the same? How much do you think the style of the trailer impacts on how an audience might perceive the story of this film?