**Movie Trailer Pitch Assignment**

With your group you will be assigned a movie title. The project is marked out of 50. Together as a group you must:

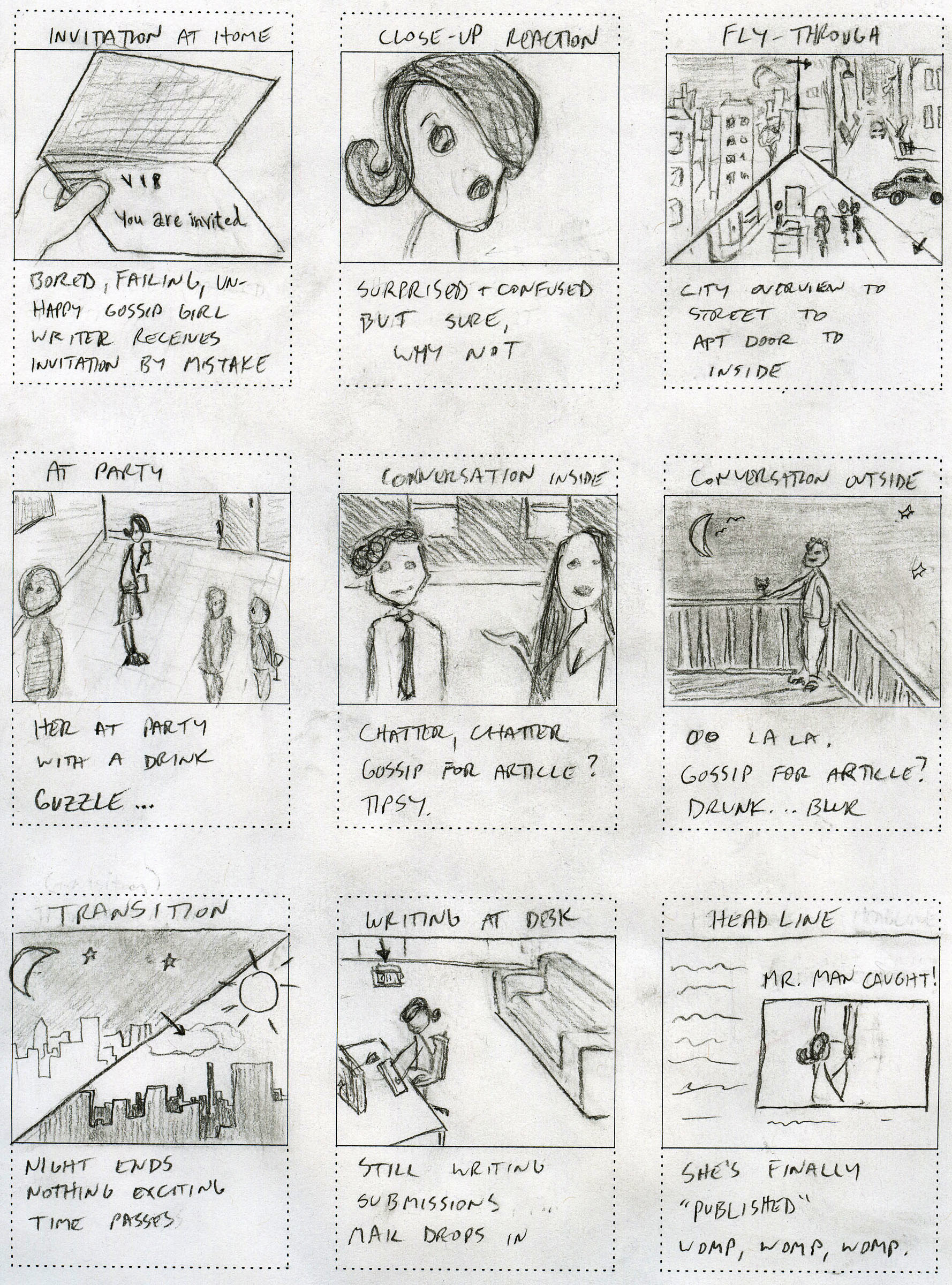
1. Decide the genre of the movie. Explain what 3 elements of your film will relate to this genre
2. Cast the movie (Minimum of 3 actors, defend your choices.
3. Determine the Monomyth story arc of the film
4. Identify the audience/demographic/psychographic and explain how your movie will appeal to this target audience.
5. What 2 products could you ‘tie in’ to the launch of the film and explain why these products would appeal to your target audience?
6. Determine the moral or message of the story.
7. Written Response for each group member detailing their role in the creation of the trailer.
8. Create a storyboard (10-20 images) for a 30 second commercial trailer. You may wish to film it, but that isn’t necessary for this mark.

Use stick figures or collage to create a 6-12 panels. Use a page for each panel.

You will present your storyboard as a trailer. Bring in music or sound effects if you like. Presentation day will be: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You will then hand in your project as a group.





Use one page of 8.5 x 11 turned sideways paper for each storyboard panel.

You will need 6-12 pages for a standard 30 second trailer.

**Film Trailer Presentation Rubric**

Students:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria | Level 1 | Level 2 | Level 3 | Level 4 | Mark |
| Knowledge/  Understanding  -information, ideas and concepts | Shows limited understanding of trailer elements | Shows some understanding of trailer elements | Shows considerable understanding of trailer elements | Shows thorough understanding of trailer elements | /5 |
| Thinking/Inquiry  -analysis | Uses limited logical analysis and explanation | Uses some logical analysis and explanation | Uses considerable logical analysis and explanation | Uses highly effective logical analysis and explanation | /5 |
| Communication  -sense of audience and purpose | Choice of material shows limited sense of audience and purpose | Choice of material shows some sense of audience and purpose | Choice of material shows considerable sense of audience and purpose | Choice of material shows thorough understanding of audience and purpose | /5 |
| -organization | Structure shows limited organization | Structure shows some organization | Structure shows considerable organization | Structure is highly organized | /10 |
| Application  -voice | Voice has limited clarity | Voice has some clarity | Voice has considerable clarity | Voice has a high degree of clarity and effectiveness | /10 |
| -technical skill (media) | Use of media and technology is limited | Use of media and technology is somewhat effective | Use of media and technology is effective | Use of media and technology is effective and creative | /10 |
| -language conventions  (Response Paragraph) | Uses grammar and sentence structure with limited accuracy and effectiveness | Uses grammar and sentence structure with some  accuracy and effectiveness | Uses grammar and sentence structure with considerable accuracy and effectiveness | Uses grammar and sentence structure with a high degree of accuracy and effectiveness | /5 |

Comments: Final: /50