

## Making a Showreel

In this activity you will use clips from a variety of trailers for this summer's films to make a new showreel for the Film Distributors' Association to promote this summer's cinema releases.

A 'showreel' brings together exciting or memorable moments from a range of films. You can see an example of a showreel produced by Film Distributors' Association on Film Education's Teaching Trailers Secondary 2011 website: [www.filmeducation.org/teachingtrailers/makeashowreel](http://www.filmeducation.org/teachingtrailers/makeashowreel)

### THE TASK

Your showreel will be thirty seconds long and will use the clips and soundtrack available in the online editing suite at: [www.filmeducation.org/teachingtrailers/makeashowreel](http://www.filmeducation.org/teachingtrailers/makeashowreel)

Aim your trailer at young people aged 11-16. It should be fast paced, presenting a lot of visual and audio information in a short time. It should include images, dialogue, music and titles (on screen text). Remember the aim of the trailer is to promote summer films to young people during their school holiday. Think about the expectations of the summer season and try to meet these whilst possibly surprising your audience too.

### How to...

First, watch all the clips in all six clip banks, and listen to the six different soundtracks available. You can play the clips by hovering the mouse over each one, or by double-clicking on each clip. Take brief notes on what you see so you are clear about which clips are available to work with, as well as how long each clip is.

### Follow these steps:

- 1) Select your chosen clips and create a 'rough edit' by placing them on the timeline in an order that makes sense to you. Try to provide a structure to your trailer so images that come from lots of different trailers seem linked in some way. Can you find ways to group them? For example, look out for similar scenes from different trailers that might work well together: kisses / punches / laughs / explosions etc.
- 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) to convey further ideas or information in text form, and to add your own credits to the end of the showreel.
- 6) When you're finished, you can save your trailer, or 'share' it with your teacher or friends. You can also print a copy of the storyboard.