

Make a trailer

Planning your trailer: viewing the assets

You should start by viewing all the assets available – that means, the clips and the soundtrack. You can play the clips on the ‘Make a trailer’ screen by hovering the mouse over or by double clicking on each clip. You may want to take notes so you are clear about which parts of the film are available to work with, as well as how long each clip is. Once you have a sense of what footage you have available, you then need to consider the soundtrack.

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?

Making a trailer: for cinemas

A theatrical trailer is one that will be shown in cinemas in advance of the film’s release to ‘sell’ the film to a particular audience. A theatrical trailer is between one minute thirty seconds and two minutes long.

- 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.

Making a trailer: for television

Now that you have completed your theatrical trailer (and saved it carefully) your next task is to cut it down from its current length to just 30 seconds – the length of a TV spot (a short trailer suitable for television). In order to do this, you will need to watch your existing trailer carefully, taking notes about which of your chosen shots, titles and sequences are essential to convey the best of the film to a television audience.

You may want to change the emphasis of your trailer for a TV audience, in which case think carefully about what time of day the trailer would air, what channels it would be shown on and what audiences you could 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).

Comparing ideas

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