

Five Traits of an Awesome Movie Trailer

1. Introduce the main character.
2. Set up the basic premise of the movie.
3. Capture the mood of the movie.
4. Use awesome music.
5. Pinpoint a 'defining moment' -- originality.

Compiled using:

<http://content.videoblocks.com/video-basics/top-5-attributes-of-a-successful-movie-trailer/>

<https://www.fastcompany.com/3031012/9-short-storytelling-tips-from-a-master-of-movie-trailers>

Warm-Up Activity

After watching the four student examples again, jot down how these trailers represent/do not represent these five traits.

Doris Miller 2014: <https://www.youtube.com/watch?v=1zFxu5n2Uec>

Strengths:

Weaknesses:

Doris Miller 2016: <https://www.youtube.com/watch?v=TAPHukoLk0g>

Strengths:

Weaknesses:

Daniel Inouye 2017
Strengths

Weaknesses

Father Damien 2017: <https://www.youtube.com/watch?v=vxHOCAU9Do4&feature=youtu.be>
Strengths

Weaknesses: