

FILM TRAILER

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- The first rule of thumb for a movie trailer is to make sure it represents the **TONE** of your movie.
- The tone of a trailer is set by two things: **MUSIC** and **EDITING PACE**.

3 ACT

- Program (Foundation)
- SLAP
- Catharsis

Program

- This can be thirty seconds to a minute depending on your total length, and should introduce the characters and environment. Your pace should be relaxed here; you need to give yourself a place to go emotionally.
- In the Program, or the foundation, your objectives are simple – lay the groundwork, and make the universe of the film and the characters that inhabit it as clear as possible.

SLAP

- You've set up normalcy, you've hopefully invited the viewer to share it, and even though it's been only a short amount of time, they should feel at home in that new reality... now it's time to slap them.
- The point here is to find examples of conflict, and you want to walk a fine line here – you want to show enough specifics so that people can get an idea of the conflict, but you can't spell it out for them – it's important that audience start to imagine what they believe the scenes that contain this conflict will be themselves.

Catharsis

- You've laid the foundation; you've given the audience a good slap and suggested tension, now it's time for the finale. Think of a fireworks presentation – it escalates. Act three of any good trailer will take you from the tension of the conflict into the exhilaration of its hinted resolution.
- The editing should pick up pace. Select shots that now show your characters at the peak of various emotions from the film. If you're going to show them angry, show them at their angriest. If happy, blissful. And put emotions directly in order that contradict each other.

Catharsis

- Seeing these kinds of contradicting emotions, locations, and jumps in the film's timeline suggest a richness to your film – it suggests that your film is complicated, and will reach a number of different types of climaxes.

Todorov's Narrative Theory

- Todorov suggested that stories begin with equilibrium. After that it is disrupted by some event , setting in chain a series of event. In the end , Problems are solved.
- 5 stages

Todorov's Narrative Theory

- STAGE 1 : A state of Equilibrium is defined.
- STAGE 2 : Disruption to the equilibrium by some action or crisis.
- STAGE 3 : The Character's recognition that there has been a disruption, setting goals to resolve problem
- STAGE 4 : The Character's attempt to repair the disruption.
- STAGE 5 : Reinstatement to the Equilibrium.