**Media studies – Level 3 BTEC**

**Transition Tasks**

In September you will be planning and filming a horror movie trailer in Ms Chadwick’s lessons.

In the first week back, you will be expected to have individual ideas around a horror movie that you will create the trailer for. You will discuss your film ideas with your group and then decide on the best idea to take forward, planning and creating a trailer for it.

Below, write about your idea for a horror film, so that in September you can present this pitch to other members in your group.

**Movie trailer proposal**

Title of your Horror film:

Explain how the horror genre will be shown within the trailer? Consider sound, props, characters, locations…

**Synopsis**

Create a brief summary of the film plot (no more than 150 words) You can focus on the central conflict, settings main characters and storyline in general.

**Target audience**

What age(s) and gender(s) would you target for this film and why?

Explain why you believe this demographic would be interested in your film idea.

**The trailer’s narrative structure**

Outline the trailers progression (remember the trailer should NOT give the ending away!)

**Opening scene:** How will your trailer hook the audience in in those first few shots?

**Middle section:** How will you introduce tension, characters and hints of the plot?

**Climax/Ending:** How will you leave viewers with a cliff-hanger or a shocking moment?

**Technical elements of the film trailer**

Discuss how you’ll use media techniques such as:

**Camera work:** what shot types, angles and movements do you want in specific parts of your trailer and why?

**Editing:** How will your film trailer create pace? What type of transitions will you use and why e.g. jump cuts, fades to black…?

**Sound:** What music and sound effects do you plan to use in the trailer? Why do you think that these would be effective/reinforce the horror genre?

**Lighting techniques:** How will you use lighting in your horror film trailer? E.g. low key lighting, shadows – why would these be effective in parts?

**Mise-en-scene**

Explain your ideas on the following:

**Costumes** – what costumes would you need for different characters in your film?

**Props**- which props would you need to show the horror genre clearly?

**Settings** – which settings would you use to reflect the genre?

**Marketing and Distribution of your horror film trailer**

Where do you plan on showing your film trailer? (e.g. YouTube, social media, cinema) Why would these avenues be the best place to target your audience?

How would you attract potential viewers for your film trailer? (e.g. hashtags on social media, teaser posters etc)