**Video Essay Script**

You must script a 5 minute video essay. You will be expected to record a rehearsal of your script to ensure your audio sections cover the planned time stamp.

**Example:**

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| **Time stamp** | **Visuals** | **Audio** | **Technical requirements** |
| You need to create a script for the full 5 minutes.  5 minutes will display as 05:00  You will count up from zero: 00.00 | What will be present on screen? What footage will you show? You need to provide links to show an awareness of what footage you require. | The voice over to accompany the visuals. This is where you write your script ☺ You need to ensure you have enough content to cover the visuals. | Where will you source the visuals from? You need to provide exact sources. |
| *00.00-00.10*  *This segment will run from zero as it is the first section of the script and is 10 seconds long* | *Montage of images of film trailer evolution (early trailers to modern)* | *‘A trailer is defined as…. ‘* | *Source: X* |

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| **Time stamp** | **Visuals** | **Audio** | **Technical requirements** |
| **0.00-0.15** | **Montage of trailers** | **The definition of a trailer: A trailer is promoting the film to the audience** |  |
| **0.15-0.30** | **The different types of film trailers** | **The different film trailer and what they are**  **Theatrical. Teaser and TV spots** |  |
| **0.30-0.45** | **The cinema from 1910** | **1910 the only cinema with one screen** |  |
| **0.45-1.00** | **The year zero** | **1913 was considered as the** |  |
| **1.00-1.15** | **Nils Granlund** | **Nils grunland advertising manager of Marcus Loew theatres** |  |
| **1.15-1.30** | **Pleasuer seekers** | **Marcus Loew theatres made a short promotional film for the broadway pleasures seekers** |  |
| **1.30-1.45** | **The adventure of Kathlyn** | **The adventure of Kathlyn was 13 episodes serial. They were the second serial created.** |  |
| **2..00-2.15** | **The NSS** | **The NSS was started in the 1919 by Herman Robbins. They had open an office in new York that movies stills, spliced in titles and turned around and sold movie trailers to the movie trailers directly** |  |
| **2.15-2.30** | **The Jazz singer** | **1927 The Jazz singer was during the silent era. It was level of simplicity of title card, a tagline, some film snippet and usually a rundown of the cast. It introduced sound.** |  |
| **2.30-2.45** | **The Nss** | **1940 NSS tightened its stranglehold on the studio trailer production that the several innovations now associated with classic Hollywood trailers were introduced to the use of the third person narrator, titles that seemed to flip up onto the screen from below the frame and more.** **through to the 60s  creating a template style trailer with some very specific stylistic patterns like** |  |
| **2.45-3.00** | **The psycho** | **The Psycho trailer was created Alfred Hitchcock did everything to tease the film’s many shocks by hiding them in plain sight. He led audiences on a guided tour through the Bates Motel, hyping the film’s most violent scenes without giving anything away, describing the horrific scenes just up to the point of revelation. In this six-minute trailer, far longer than any NSS preview and certainly without the same style.** |  |
| **3.00-3.15** | **DR.Strangelove** | **The production of Dr. Strangelove or how I learned to stop worrying and love the bomb is the stuff of legends. From the director Stanley Kubrick changing the tone halfway through production to Kubrick not telling star George C. Scott that he was doing so. Doing away entirely with the NSS model in one fell swoop, Kubrick cut the Strangelove trailer himself and shocked the world with a disjointed trailer that reflected the sordid logic of the film** |  |
| **3.15-3.30** | **Multiple screens** | **1970 got multiple screens** |  |
| **3.30-3.45** | **Golden era of hollywood** | **By the 1970s the movie business landscape had completely changed from the studio controlled “Golden Era of Hollywood” – one of the key turning points in distribution strategy came in 1975 with the release of Jaws.** |  |
| **3.45-4.00** | **Jaws** | **Jaws was the first successful film to see a wide release prior to the movies would premiere in big cities and then roll out so smaller markets over the coming weeks and months.** |  |
| **4.00-4.15** | **The blockbuster strategy** | **The blockbuster strategy was born and at the heart was the movie trailer. Big bold visuals for big movies. And the voice to many of those blockbusters was the great.Jaws was an example.** |  |
| **4.15-4.30** | **The voice of God** | **Don Lafontaine The “Voice of God” who has lent his talents to over 5,000 movie trailers and hundreds of thousands of television commercials. So identified with the opening phrase “In a World” – that Geico saw fit to spoof it in this ad from 2006. MTV cutting style with fast paced edits shaped a generation of audiences, the trailer adapted.** |  |
| **4.30-4.45** | **MTV cutting style** | **MTV cutting style with fast paced edits shaped a generation of audiences, the trailer adapted.** |  |
| **4.45-5.00** | **Independence day** | **1996 Americans super bowl people croweded round the tv to watch the shadows falls and the white house explodes** |  |
| **5.00-5.15** | **A recent trailer** | **Trailers grew less likely to spoil the plot over the years and that the trend has reversed in recent years, in part due to the internet. Where most people used to only see trailers when they went to a theatre, studios are now able to give  their attention 24/7. Today, it’s common for most major films to receive a teaser and two to four full length trailers in year leading up to release.  Having been spoiled too many times, I now try to avoid every bit of promotion after the first full trailer, as I’ve managed to do with Rogue One so far. They’ve changed a lot in the last century but time has proven trailers to be incredibly effective on us. Whether they’re getting us hyped up for the next blockbuster or ruining the film goers experience, trailers are only just becoming a bigger part of the media we consume.** |  |
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