

Assignment 2 /Task 2: Trailer Analysis

Trailers are designed to send particular messages to their 'audiences' about a film. You will notice certain conventions recur in most trailers.

1. Select a trailer of your choice and paste the trailer link here:
2. Upload your trailer to your website (Fill in by hand or type up and print out this handout and bring to class on Monday 4th November)
3. Watch your trailer once, **without** the sound
4. Now watch the trailer again, still **without** the volume, pressing pause at points that illustrate its visual features. Make notes explaining what you see in the frozen frames. Your notes must be detailed and consider 'why.'

Visual Features	Notes
Film title: When does it appear? How many seconds in? What font style has been used? Why?	NA 2:158 - At the end Bold Neon - to interest the audience.
Credits: Who is credited? Why?	Universal / The Producer of ride along
Stars: Who are they? What else have you seen them in?	Regina Hall - Best Mans Holiday Tiffany Haddish - Nobody's Fool
Genre: What type of film does it seem to be? How can you tell this?	Comedy - The Jokes.
Shot types/angles: What different Shot types/angles can you see? Why have they been used? Examples: <ul style="list-style-type: none"> • Close-up — head and shoulders, usually used to show emotion. Draws our attention to face or object • Point-of-view shot - helps us to see the action from a character's viewpoint and thus empathise with them • High angle shot - camera looks down on person/object, making them look vulnerable. 	Long shot - to show the character & location. Medium shot - character, location, facial expression. establishing shot - location Close up - facial expression Long - location character shot over the shoulder - character point of view

<p>Camera movement: the way in which a camera is moved can be used to direct our attention to emphasise a particular viewpoint. What different camera movements can you see? Why have they been used?</p> <p>Examples:</p> <ul style="list-style-type: none"> • Panning shot where the camera moves slowly across from side to side from a • Tracking shot where the camera follows the action, moving along tracks laid for that purpose, often pulling backwards from a scene. • Hand held – this technique is often used to suggest a greater sense of authenticity, for example it could be used to be used to provide 'eye witness' accounts of situations, linked to the point of view of a particular character or characters 	<p>Panning - to follow the character from sides to sides.</p> <p>Tracking - follow the action of the camera.</p>
<p>Timing: how long is the trailer? Is it a teaser (10 seconds), a TV spot (30 seconds) or full theatrical trailer (2 minutes)?</p>	<p>Theatrical trailer</p>
<p>Special effects: what effects can you see? Why have they been included? Examples: computer-generated graphics, stunts and explosions.</p>	<p>The drinks giving Hallucination Pee.</p>
<p>Mise en scene: what is in shot and why? This term is used in film to describe what is in the frame and why. There are several areas to consider when talking about mise en scene:</p> <ul style="list-style-type: none"> • Setting and props • Costume and make-up • Body language and facial expression • Lighting and colour <p>Each of these factors combines to give the shot a certain 'look' or 'feel'. What is put in or left out of a shot can make a big difference to the signals we receive about what sort of film it is and how we are supposed to feel at this point.</p>	<p>The bottle with yellow liquid.</p> <p>The locations: Room Hotel Streets Plane Airport Club</p> <p>costumes · Body language face expressions · Lighting - Bright colours</p>
<p>Editing: Consider the use of transitions and pace of the edit. Why has it been edited this way? What impact does it have? For example: Fades to black suggest shifts in time.</p>	<p>fast pace increase tension dip to black.</p>

5. What do you think the sound would add to this trailer? How do you think it would help to establish the genre? Can you easily establish the genre without the sound? If so, how?

Dramatic Pause
Rises
Hits
Power downs.
increase tempo

6. Now watch the trailer once more, this time with the sound ON.

1. What sound is included in the trailer and why? You may notice: voice over, dialogue, music and SFX.
2. What does the sound add to your enjoyment of the trailer?
3. What does it add to your expectations of the film and its genre? Explain your answers.

Dialogue
Voiceover
music
SFX
increase tempo