

Movie Trailer Project

Project:

You are to create an original movie trailer for the book that you have read for this trimester. You must create a movie trailer, planned, written, shot, and edited by you for your grade, regardless of what friends help you with. The total run time of the trailer itself (not including credits or opening) must be no shorter than 2:30. You must submit it electronically (email as an attachment, or post to a YouTube channel and send me the link) by the due date.

You may use already shot footage that you have re-edited, but it **ABSOLUTELY CANNOT COME FROM A FILMED VERSION OF THE LITERATURE YOU ARE REPORTING ON**. Example 1: I read *To Kill a Mockingbird*. There is a very famous film based on that book. I cannot then use ANY image from that film for my own trailer, nor can I re-shoot that trailer. Example 2: I read *Harry Potter and the ...*, I cannot use ANY image from that film or any *Harry Potter* film (or ANY film in the franchise, meaning *Fantastic Beasts and Where to Find Them*). The work must be original or a re-edit of other videos as my own interpretation of the trailer.

Movie trailers have their own format that should give the viewer a desire to see the film (or in this case, read the book), and create a certain mood/tone that matches the mood of the book. Characters must be introduced, and there should be a basic plot outline, complete with titles (written words on the screen), and music to set the mood of the work, but not giving away all of the plot. Trailer making programs such as TrailerMaker, iMovie, and others are acceptable to use.

Research and Written Report, in proper MLA Format:

You must read at least three professionally published movie reviews, by either Roger Ebert (*Chicago Sun Times*), Peter Travers (*Rolling Stone*), or Dana Stevens (*Slate*), on any film of your choice, print them out, and include them with your final paper submission. These are to show me that you have familiarized yourself with the process of writing a review, since we do not cover it in class.

Your written report will be your own Review of the novel, as though it were a film review. Be sure to offer a brief (3-4 sentence) synopsis, and include an analysis of the book. Do not simply tell me what you liked or did not like about the book; instead include one literary element discussed in class and explain how it led to the overall impact of the novel. This should be in-depth with quotes from the novel to support your claims.

Your Written Report/Review must be at least 2 pages typed in proper MLA format and include **AT LEAST TWO (2) IN-TEXT CITATIONS FROM THE NOVEL** as evidence of your claims. You must also provide the below Rubric to receive full credit.

Include a proper MLA Citation of the novel, on its own page, titled Work Cited.

Penalties. (These CAN be compounded-added together)

1 Letter Grades (MINIMUM) will be taken off for:

- Each school day it is late
- No Rubric on Due Date
- Incorrect Title (Underlined when written; *Italics* when typed) (THIS DOES NOT APPLY TO THE TITLE ON THE POSTER)

2 Letter Grades (MINIMUM) will be taken off for:

- No MLA Citation of the novel
- No Quotes were used in the Written Report
- Not Typed
- Not Printed, but emailed

½ Credit, 50% (MINIMUM) will be taken off for:

- Using an image (even drawing) from an already made film based off the novel (or a novel in the "universe" of the story)
- Using a cast member (even if you are casting them in a different role) from a film version of the novel, or based off any novel in the "universe"
- Simply recreating the book's cover or art based off the book/characters (even fan art) that is not original

NO Credit will be given if:

- ANY portion is plagiarized (This applies to simply copying an already created trailer)
- It is obvious that you did not read the novel

Movie Trailer Rubric

Your Name: _____ Period: _____

Book Title: _____

3 Film Reviews You Studied (with Reviewer's Names)

	Needs Work	You Did It	Well Done	Excellent
Project	<p>Very poor attempt to look like a Trailer</p> <p>Short on time (even 1 second)</p> <p>Missing element(s)</p> <p>Rushed</p>	<p>Looks like a Trailer</p> <p>Meets minimum level of criteria</p> <p>Apparent effort</p>	<p>Appears professional, shows understanding of art medium and novel</p> <p>ALL criteria are met and illustrate planning and deep effort</p> <p>Includes quote from novel as tagline</p>	<p>Exceeds typical grade level work in every way</p> <p>Illustrates a DEEP understanding of novel's literary elements AND Trailers, and incorporates them in creative and professional degree</p>
Written	<p>Not grade level appropriate writing level or structure</p> <p>Quotes may be used, but not effectively or without citations</p> <p>Does not meet criteria of assignment</p>	<p>At appropriate grade level writing and structure</p> <p>Meets minimum level of criteria</p> <p>Offers original analysis and is able to explain themes/symbols of poster well</p>	<p>Impressive analysis of novel and incorporation of literary elements</p> <p>All quotes "flow" and are properly cited</p> <p>Presents an original and well-written interpretation and analysis of the novel in proper format of writing</p> <p>Goes on to analyze Trailer itself as well</p>	<p>Exceeds typical grade level work in every way</p> <p>Illustrates a DEEP understanding of novel's literary elements and incorporates them in a well-supported and original analysis, with each claim presented and defended with textual evidence</p> <p>Offers full in-depth, added analysis of Trailer as its own literature</p>
Spelling/ Grammar	<p>Poorly written</p> <p>In need of significant editing/revisions</p> <p>Reads like a first draft</p>	<p>Shows apparent signs of having been edited</p> <p>Proper use of transitions other than "First, Then, Finally"</p> <p>Evidence that student is exploring new words</p>	<p>Reads as though it has been edited and revised multiple times</p> <p>Solid grasp of transitions, structure, syntax</p>	<p>Nearly flawless in its presentation and understanding of MLA guidelines</p> <p>Edited, revised, re-edited and revised again.</p>
Work Cited ____/20	<p>Some attempt at proper MLA Citations</p> <p>Entries not in alphabetical order</p>	<p>Nearly proper MLA format (perhaps one aspect off)</p>	<p>Proper MLA format</p>	<p>Above and Beyond the proper format.</p>

NOTES:

Your Total: _____

Mark-Downs: _____

Final Grade: _____/