



Trailer Production

Draft 1



☞ **Production process:**

- ❖ Putting all the individual shots coherently into the timeline

☞ **Problems faced:**

- ❖ Timing of the whole trailer. As a trailer, the length of the first draft wasn't long enough, therefore, to try and compensate, the length of shot times was stretched, however, this made some of the sequences too long and with little meaning (not captivating the audience like a drama should)
- ❖ I downloaded a royalty free music soundtrack to go alongside the trailer, however, during this piece there is a random sound that distorts the music. This glitch was included in the full first draft as I had no knowledge of how to change the music.

☞ **Improvements to make:**

- ❖ More shots need to be added in order for a for of narrative to evolve from the trailer
- ❖ Edit the glitch in the sound track
- ❖ Make it look more like a trailer

Draft 2

∞ Production process:

- ❖ From the previous draft, there were many things that had to be rectified. One of which was the sound. Having access to the software Adobe Audition allowed me to edit the soundtrack and remove the glitch. It's also on this software that I edited introductory voiceover of the trailer that explains more about the topic at hand.
- ❖ I discovered the “green screen” technique on iMovie, this has allowed me to place the logo of the production company across every shot, it's simple and out of the way . When it's first seen it also blends with the background, only seeing the forefront of the logo

∞ Problems faced:

- ❖ There are still issues with sound overall, there is an imbalance of the sound levels with each individual shot

∞ Improvements to make:

- ❖ Continue to add more common trailer conventions such as inter-titles/ reviews

Draft 3

∞ **Production process:**

- ❖ Adding of the age rating at the beginning of the trailer
- ❖ Changing the sound levels of all the shots individually in Adobe Audition
- ❖ Adding critic reviews in between shots

∞ **Problems faced:**

- ❖ Finding a suitable lighting to suit the tone of the narrative
- ❖ There was some difficulty in terms of editing the sound

∞ **Improvements to make:**

- ❖ Darken overall tone in shots

Final draft



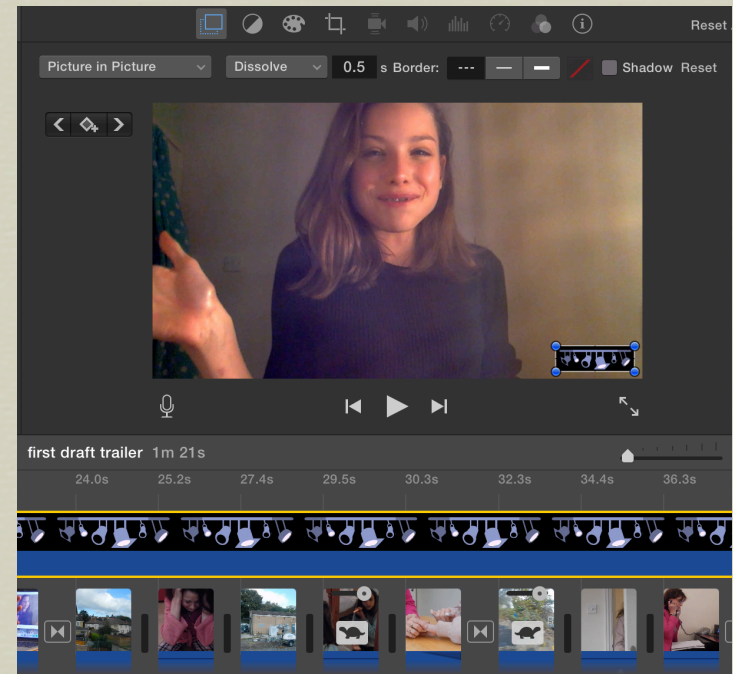
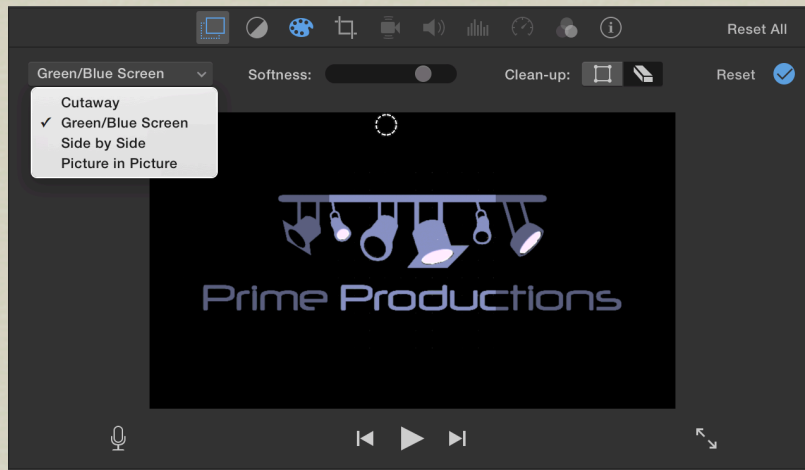
🌀 WWW –

- ❖ The use of identifiable trailer conventions
- ❖ The atmosphere created

🌀 EBI –

- ❖ all of the shots were of the same high quality
- ❖ more shots, providing more sense/meaning to the narrative
- ❖ In some cases, smoother transitions

Production company logo



Whilst experimenting with the different effects on iMovie, I discovered the use of a green screen editing effect. This has proven really useful and successful in terms of the production logo. The original logo had the white background, however, the border didn't make it look professional as on industry trailers, only the actual logo is shown (not the additional background colour) – therefore having found this effect, allowed me to experiment more with the logo, making it look more appealing.

Inter-titles

"A harrowing take on eating disorders"

PERFECTION

One of the criticisms I received from my second draft was the use of too many different fonts throughout the trailer. However, when I went back to the text in iMovie, I was unable to identify the original font I had used in order to use the same throughout. Therefore, I used PowerPoint. This software allowed me to use create the same style and fonts for the different inter-titles. Later, I inserted these again into the iMovie timeline and added more effects over the top.

Video Effect:

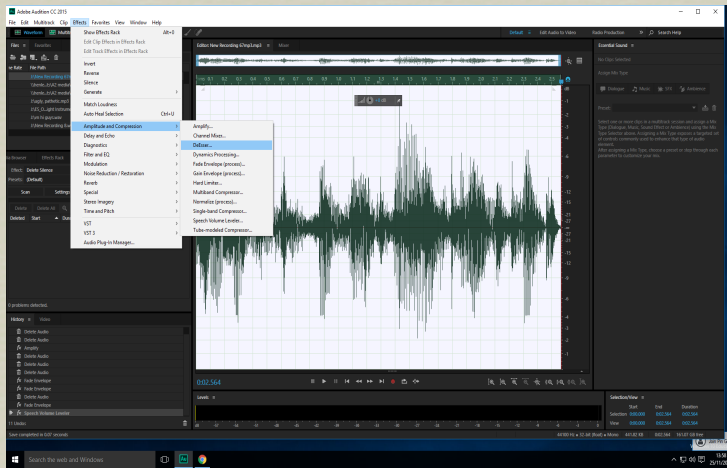
Fit

Crop to Fill

Ken Burns



Adobe Audition



This software has proven very useful in terms of the overall production process. Whilst I may not have had state of the art equipment (especially in terms of microphones), this software, allowed me to amplify sounds, level them out and allow all of the sounds from individual shots sound fluent when heard in sequence.

Compared to the editing of sound on iMovie, this software is much more advanced and allows the user to do the slightest of edits. The sound waves for each individual clips are made large on the screen, allowing the user to make the most intricate of edits. This software allowed me to remove the glitch from the downloaded soundtrack, without distorting the fluency of the song.

Overall production

🌀 WWW –

- ❖ The use of the feedback form was really useful in terms of receiving tough and specific critique in order to adapt and improve each of my drafts. The written feedback allowed me to go back several times and made sure I had made the correct amendments to the trailer.
- ❖ The use of different softwares to build on the different edit effects within the trailer. This also broadened my knowledge on different editing programmes, giving me the basic knowledge of each and understanding each of their specialty.

🌀 EBI –

- ❖ Had more confidence as a director to use more actors in the trailer and give better direction whilst filming.
- ❖ Had more footage
- ❖ More time to learn how to use the software to its full capabilities