

Film Trailer Analysis

Use the following grid to make notes on your chosen film trailer. Then use these notes to help you make a *detailed* presentation analysing the trailer. You must make sure that you *analyse* the trailer don't just describe what they do discuss why they do it and if it is effective.

Submission 16th July – mm@chosen-hill.gloucs.sch.uk

Feature	Notes
Conventions: (What genre is it? How do you know?)	
Cinematography: (Cinematography is the art and process of movie photography. An example of cinematography are the decisions made about lighting, camera filters and lenses when shooting a movie scene.) https://filmglossary.ccnmtl.columbia.edu/term/cinematography/	

<p>Structure:</p> <p>(What do you see first? What do you see last? How much of the film do you see?)</p>	
<p>Advertising techniques:</p> <p>(How is the film advertised?)</p>	
<p>Audience:</p> <p>(Who is the film aimed at? How do you know? Give evidence)</p>	

Effect: (Does this make you want to see the film? Why or why not?)	
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