

Survey of the Entertainment Industry

## Promo/Trailer Class

Class Schedule – Fall 2009 Wednesday Nights

Subject to Change

### August 26

Introduction to the world of writing and producing television promos and feature trailers.

What do you know about promos? What will you learn? What is a Predator? Skills needed: Writing ability, editing skills and working under the pressure of deadlines.

Survey of the technology. i.e. Delivery systems (Tapes, DVDs), Avid editing equipment (NLE), Split tracks, audio bay, music libraries, VO talent and direction.

Generic, Topical, Hard Sell, Soft Sell, Billboard, Family, etc.

Screen various promos/trailers and Form groups of two.

Review textbook Chapter 1 “Getting Started”

Homework- **Read Chapter 3 “The Project Window”**. Watch network shows and their promos with a new eye. Which ones work for you and why? How do you know when the show is on? What 3 things do they tell you at the end of the promo?

### September 2

Six steps to Promo/Trailer creation

Understanding Time code, drop/non-drop, & VIZ or “window burn”

Split Tracks (Dialogue, Effects and Music)

Promo lengths (:60, :30, :20, :15, :10, :05) – Feature Trailer (2:00 to 2:30).

Promo ID- Date, Client, Project, Title, Air Date, Length, Type (Slate/Script ID)

Avid Training: Preparing Bins and Basic Editing

Homework- **Read Chapter 2 “Basic Editing”**.

### September 9

Music Selection/Music Libraries (Stereo).

Screening and creating a Sound Bite Log.

Avid Training: Fine Tuning and Editing Dialogue

Cut demo material using the Avid exercise-Basic Editing handout

In class, create a sound bite log for demo material (word document)

Screen Sitcom

**Homework: Read Chapter 4 “Trimming”**. Screen sitcom and create sound bite/video log. **Checkout sitcom DVD**

### September 16

Guest speaker – Creating network promos, review the screening and note-taking process.

How to write a script (Draft & Final) “network vs. syndication” Script Header

**Turn in a copy of your drama Sound Bite Log (up to 10 pts)**

**Homework: Using your sound bite log, create a :30 “draft” script for the sitcom. (Each student generate a different :30 script) Two copies!**

### September 23

Guest Speaker: VO Direction, “How to get the read”

**Turn in your :30 “Draft” sitcom script (up to 20 pts)**

Script review – Students share the scripts they have written.

Scratch track and backplate, Sequence starting timecode 1;00;00;00. Begin Cutting the :30 sitcom promo

### September 30

Record scratch track for :30. Directing the session.

Sound Effects, Choose music. Avid Training: Audio

**October 7**

Promo slate, length, and starting timecode.

Continue cutting your sitcom promo.

**Homework:** Screen drama and create sound bite/video log. **Checkout drama DVD or VHS.**

**October 14**

**Turn in drama sound bite log for a grade up to 10 points and DVD/VHS.**

Complete sitcom promo for a grade.

**Sitcom promo will air at 9:30 pm tonight. (up to 30 pts for promo completed on time)**

**Homework:** Using your sound bite/video logs to create a :30 “draft” script for the drama.

**October 21**

**Turn in your :30 drama script draft for a grade (up to 20 pts)**

**Mid Term Exam (50 points)**

Start cutting your drama promo

Record scratch tracks for drama and choose music and sound efx.

**October 28**

Continue cutting your :30 drama promo.

Select music and sound effects for drama

Create backplate graphic

**November 4**

Continue working on the :30 promo

**Homework:** Screen feature and create a sound bite/video log. Checkout DVD or VHS.

**November 11 (Veterans’ Day Holiday, No Class)****November 18**

**Turn in your sound bite log for the feature for a grade, up to 10 points & DVD/VHS..**

Complete your drama promo for a grade.

**Drama Promo will air at 9:30 pm tonight (up to 30 pts for promo completed on time)**

**Homework:** Using your sound bite, write a 2:00-2:30 “draft” script for the feature film.

**November 25**

**Turn in your :2:00 to 2:30 trailer “draft” script for a grade (up to 20 pts) Turn in the DVD/VHS.**

Start cutting your trailer

Record scratch tracks for trailer

Select music and sound effects for feature trailer

**December 2**

Continue working on the trailer

Create the blackplate graphics

Finalize the script you want the VO talent to record.

**December 9**

Finish the feature trailer

Record final VO tracks for :trailer/promo and direct the VO session. Guest VO talent to attend class.

**Trailer will screen in theaters at 9:30 pm tonight. (up to 30 points)**

**December 16**

**Final promo/trailer with guest VO talent due for 10 points.** Burn DVD, CD’s or copy promos/trailer of projects to a flash drive.