



TRAILER ANALYSIS CHART

<u>FEATURE</u>	<u>COMMENTS</u>
Genre	
Narrative	
Unique Selling Point	
Target audience	
Music	
Shot types/camera angles	
Pace	
Dialogue	



Voiceover	
Special effects	
Credits and intertitles	

DEFINITIONS

Credits and intertitles: these are words on screen that give information to the audience

Dialogue: any conversations between characters

Genre: a type or category of film, e.g. horror, romantic comedy

Music: the choice of music can have a huge impact on the 'mood' of a film

Narrative: the 'story' or plot structure of a film or trailer

Pace: how quickly or slowly the shots within the trailer play

Shot types/camera angles: for example, close-up, medium shot or long shot

Special effects: includes computer-generated graphics, stunts and explosions

Target audience: the group of people a film or other product is aimed at

Unique Selling Point: what makes a particular film unique and 'sellable'

Voiceover: a voice recorded over the top of the trailer to give information to the audience