



BASED ON THE BEST-SELLING BOOKS

DIARY OF A WIMPY KID 3

DOG DAYS



TRAILER MASH-UP

Planning your trailer: viewing the assets

Start by viewing all the assets available – that means, the clips and the soundtrack. You can play the clips on the activity screen by hovering the mouse over or by double clicking on each clip. Once you have a sense of what footage you have available, you then need to consider the soundtrack.

Listening to the different soundtracks will also give you an idea of the different moods you might want to create in the trailer. Talk with a partner about the effects might each of these soundtracks achieve.

Mash-up the trailer: for television

1. Select your chosen clips and create a 'rough edit' by placing your choice of clips on the timeline in an order that makes sense to you.
2. Watch your sequence of clips through once, thinking about which clips might need moving, adding or deleting.
3. Make adjustments as necessary.
4. Add in your chosen soundtrack and play the sequence through again. Make any further adjustments on the basis of how the sound 'fits' with your chosen clips, thinking especially about timing and rhythm.
5. Once you're happy with your sequence, you can create titles (text which appears on a black background) if you want to convey further ideas or information in text form, or add your own credits to the end of the trailer.
6. Finally, save your work carefully.

Now that you have completed your rough edit, your next task is to make sure it's only 30 seconds – the length of a TV spot (a short trailer suitable for television). In order to do this, you will need to watch your existing trailer carefully, taking notes about which of your chosen shots, titles and sequences are essential to convey the best of the film to a television audience.