

Film trailer success criteria suggestions

A 'pick and choose' list to be adapted according to your objectives and differentiated for your pupils' needs.

Content

- Hint at key moments without giving spoilers.
- Show the book's genre and mood.
- Include a strong hook that makes the viewer curious.

Cinematic Techniques

- Use a variety of shots (close-up, wide angle, zoom, panning).
- Choose music that matches the atmosphere.
- Use transitions to build pace and tension.

Performance

- Use clear expressive delivery that helps audience feel the atmosphere.
- Show a confident physical presence, using body language and gesture.
- Use purposeful pacing and vocal control, including volume, rhythm and emphasis.

Creativity

- Use the school environment in inventive ways for the setting.
- Select imaginative props that are relevant to the story.
- Use the resources available in creative ways – props, locations, costumes, sound or lighting – to grab the viewer's attention and make the trailer feel original.

Text and Voiceover

- Keep text short, punchy and persuasive.
- Use powerful vocabulary.
- Use transitions to build pace and tension.

Teamwork

- Share roles fairly.
- Listen to each other's ideas.
- Make decisions together.
- Be prepared to compromise.

Overall Effect

- Trailer is no longer than 2 minutes.
- Makes the audience want to read the book.
- Shows creativity and effort.