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FILM SCHOOL 101

CREATING
GREAT
MOVIE INTROS
WITH THE IPAD

4

4A →

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OVERVIEW

- What makes a good movie opening?
- Samples of some of the best
- Assessment
- Tools to create them
- Demo
- Practice

SUPPORT PAGE

bit.ly/creatingwithipad





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OPENING

- Sets the tone and introduction
- May be part of the storyline
- Should include different techniques
- Leaves the viewer wanting more

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FORREST GUMP



<https://www.youtube.com/watch?v=W7voy1vit6Y>

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FORREST GUMP

- Sets the tone and introduction
- May be part of the storyline
- Should include different techniques
- Leaves the viewer wanting more



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GONE WITH THE WIND

<https://www.youtube.com/watch?v=W7voy1vit6Y>

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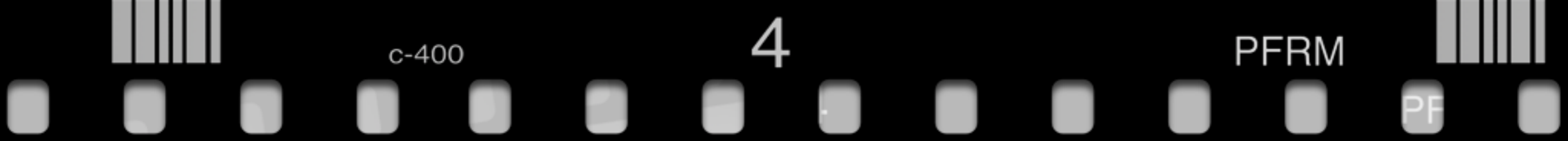
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GONE WITH THE WIND

- Sets the tone and introduction
- May be part of the storyline
- Should include different techniques
- Leaves the viewer wanting more



WIZARD OF OZ

<https://www.youtube.com/watch?v=rPcf0qruIGI>





WIZARD OF OZ

- Sets the tone and introduction
- May be part of the storyline
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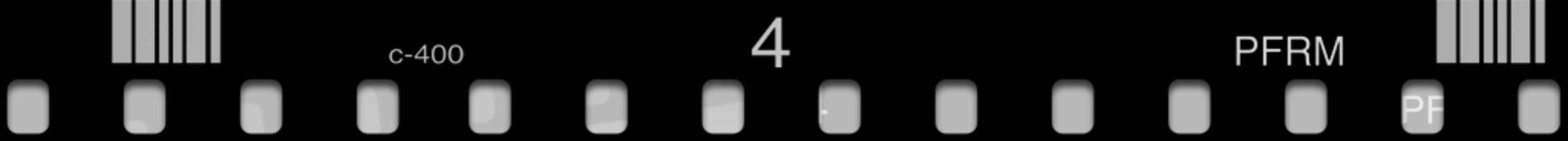
UNIVERSITY PARODY FO
WIZARD OF OZ

<https://www.youtube.com/watch?v=8VjR8BdNQhg>

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O BROTHER, WHERE ARE THOU?

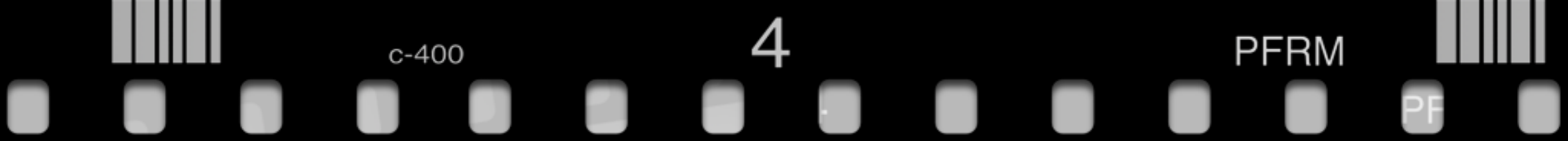
<https://www.youtube.com/watch?v=8KeMmvaX0D4>





O BROTHER, WHERE ART THOU

- Sets the tone and introduction
- May be part of the storyline
- Should include different techniques
- Leaves the viewer wanting more



BACK TO THE FUTURE

<https://www.youtube.com/watch?v=3isQI0nXQRE>





BACK TO THE FUTURE

1. Sets the tone and introduction
2. May be part of the storyline
3. Should include different techniques
4. Leaves the viewer wanting more



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TOY STORY

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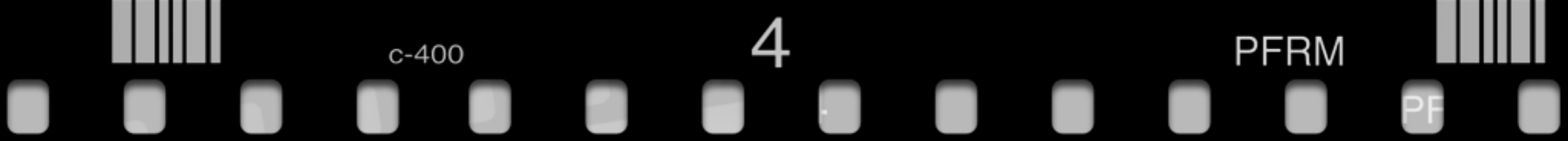
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TOY STORY

1. Sets the tone and introduction
2. May be part of the storyline
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SPACE JAM

<https://www.youtube.com/watch?v=3axk73ToiFQ>



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SPACE JAM

1. Sets the tone and introduction
2. May be part of the storyline
3. Should include different techniques
4. Leaves the viewer wanting more



STUDENT CREATIONS

- Book that is being studied
- An historical event
- A science or math principle
- A field trip
- An introduction to a unit or lesson



MAKING MOVIE INTROS ON THE IPAD

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RUBRIC

Movie Introduction Rubric adapted by Kathy Schrock, April 2016.
from <https://reading-active-and-engaging.wikispaces.com/Book+Trailers+-+Assessment+Rubric>

[cc] BY-SA

CATEGORY	4	3	2	1
Presentation (Persuasion)	The intro flows very smoothly. It captivates the attention of the audience. It compels the viewer to view the movie.	The intro flows smoothly and holds the attention of the audience. The viewer is left interested in the movie.	The intro flows reasonably but there are some transitions that need improvement in order for the viewer to be persuaded to view the movie.	The scenes in the intro are choppy and the transitions seem abrupt. The viewer may be left confused and not inclined to watch the movie.
Content (Storyline/plot)	Key scenes or themes from the movie have been creatively presented. These make the content of the movie clear to the viewer	There is one key scene or theme from the movie represented in the intro. This makes the viewer generally aware of the content of the movie.	An attempt has been made to depict some aspect of the movie, however the content of the movie has not been made clear to the viewer.	There is no scene in the intro that includes anything related to the plot of the movie.
Images if included	Images create a distinct atmosphere or tone that matches the different parts of the movie.	The images create an atmosphere or tone that match some parts of the movie	An attempt was made to use images that create an atmosphere or tone but it needs more work. The choice of images is logical.	Little or no attempt has been taken to use images to create an appropriate atmosphere or tone.
Voice Soundtrack if included	The voice track is clean and fully understandable. The pace fits the storyline. The viewer is always engaged.	The voice track is occasionally too fast/slow for the storyline. The pacing is relatively engaging for the viewer.	Tries to use pacing and rhythm but it is noticeable it does not fit the storyline. The viewer is not consistently engaged.	No attempt to match the pace of the storytelling to the storyline. The viewer is not engaged.
Audio Soundtrack if included	The music stirs an emotional response that matches the storyline.	The music stirs an emotional response that somewhat matches the storyline.	The music is adequate and does not distract but not much was added to the story either.	The music is distracting or inappropriate.
Video Editing	Editing demonstrates a full working knowledge of the software. Many effects were incorporated and used effectively.	Editing demonstrates a good working knowledge of the software. Some effects were incorporated and used effectively.	Editing demonstrates a fair knowledge of the software. Limited special effects were incorporated into the intro.	Editing shows a lack of understanding of the software.
Reflection (Audience)	Strong awareness of the audience in the design. Can clearly explain why they chose the vocabulary, audio, and graphics to fit the target audience.	An awareness of the audience in the design. Can explain why they chose the vocabulary, audio, and graphics to fit the target audience.	Some awareness of audience in the design. Some difficulty in explaining the choice of vocabulary, audio, and graphics for the target audience.	Limited awareness of the needs and interests of the target audience.

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Presentation (Persuasion)

The intro flows very smoothly. It captivates the attention of the audience. It compels the viewer to view the movie.

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**Content
(Storyline/plot)**

Key scenes or themes from the movie have been creatively presented. These make the content of the movie clear to the viewer

Images
if included

Images create a distinct atmosphere or tone that matches the different parts of the movie.

**Voice
Soundtrack**
if included

The voice track is clean and fully understandable. The pace fits the storyline. The viewer is always engaged.

**Audio
Soundtrack**
if included

The music stirs an emotional response that matches the storyline.

Video Editing

Editing demonstrates a full working knowledge of the software. Many effects were incorporated and used effectively.

Reflection (Audience)

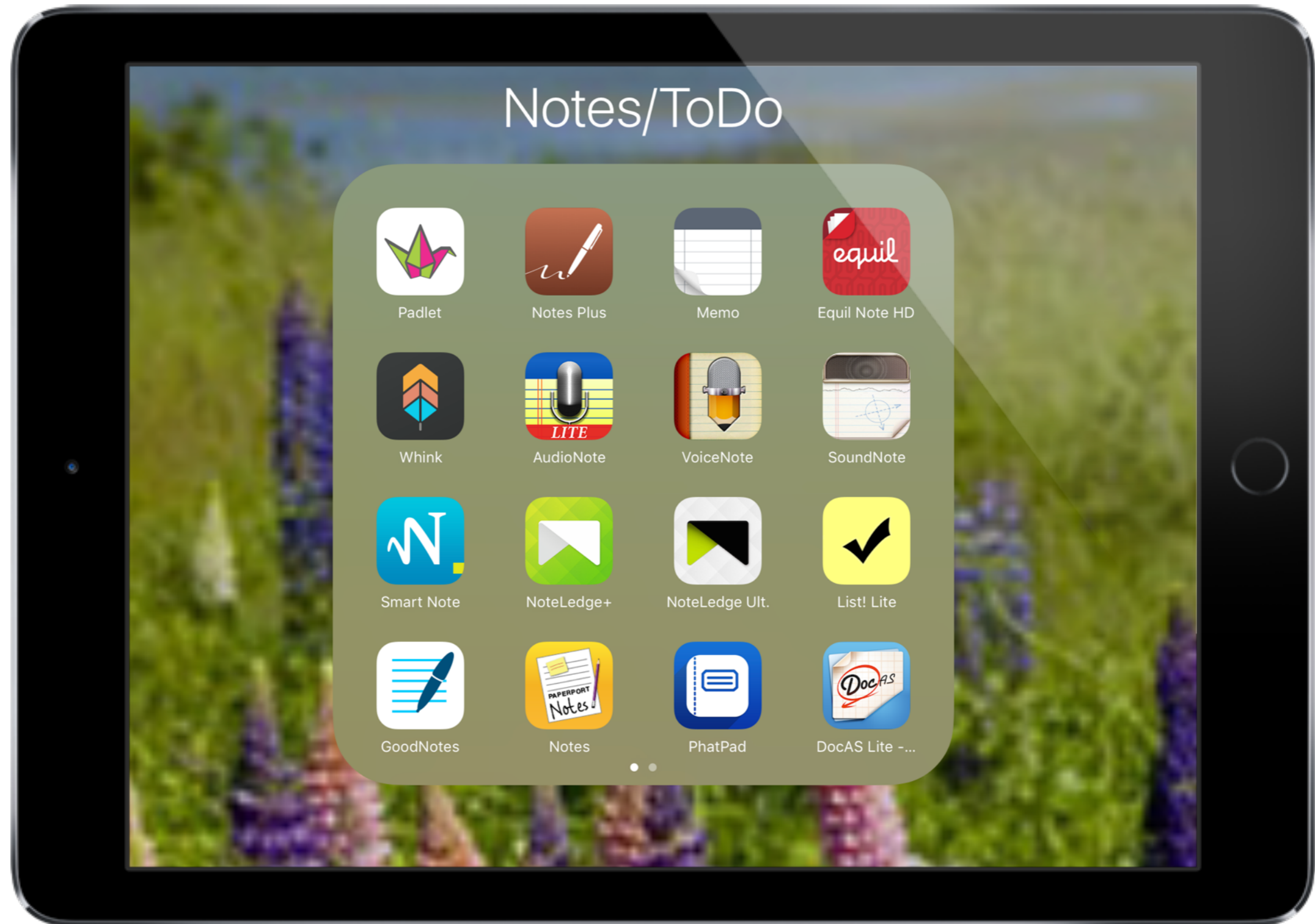
Strong awareness of the audience in the design. Can clearly explain why they chose the vocabulary, audio, and graphics to fit the target audience.



PROCESS

- Watch the completed video and note important points
- Create a storyboard for the movie intro
- Create the assets
- Compile the assets into a movie introduction

WATCH AND TAKE NOTES



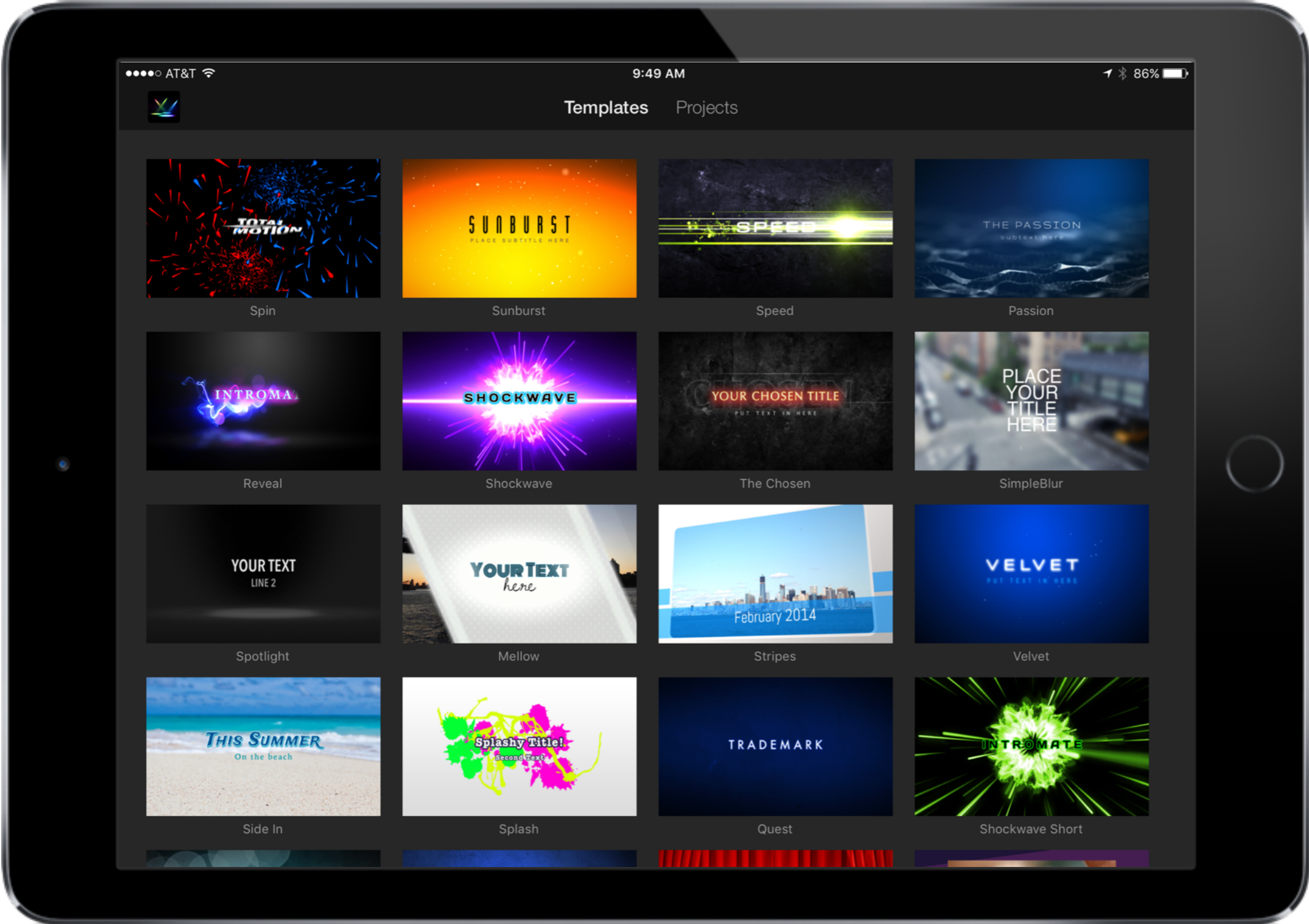
STORYBOARD



INTROMATE





















\$2.99



AT&T 10:45 AM 67%

Templates Projects

 <p>Spin</p>	 <p>Sunburst</p>	 <p>Speed</p>
 <p>Passion</p>	 <p>Reveal</p>	 <p>Shockwave</p>
 <p>The Chosen</p>	 <p>SimpleBlur</p>	 <p>Spotlight</p>
 <p>Mellow</p>	 <p>Stripes</p>	 <p>Velvet</p>
 <p>Side In</p>	 <p>Splash</p>	 <p>Quest</p>
 <p>In Mat</p>	 <p>PRESENTED BY TOTAL MOTION</p>	 <p>MK II THE PROJECT 13.08.2013</p>

INTRO DESIGNER



\$2.99



Video - Create



iMovie



Intro Designer



IntroMate



Intro Lite



Pinnacle Pro



Avid Studio



Extras4iMovie



ReelDirector



Flixlab



Cameo



Vimeo



Write-on Video



Clips



Tempo



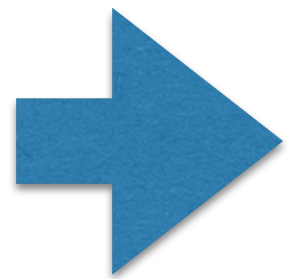
Crop on the Fly



Fly



PROCESS



Watch the completed video and note important points

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SOULPANCAKE

TAKE A

SEAT



MAKE A

FRIEND

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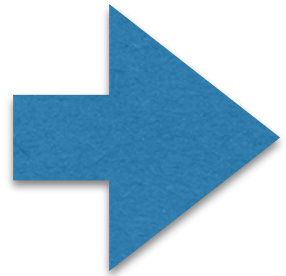
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PROCESS

- Watch the completed video and note important points



Create a storyboard for the movie intro

- Create the assets
- Compile the assets into a movie introduction

http://bit.ly/story_boards

scene # ___ frame # ___



scene # ___ frame # ___



scene # ___ frame # ___



scene # ___ frame # ___



PROCESS

- Watch the completed video and note important points
- Create a storyboard for the movie intro
- ➔ Create the assets
- Compile the assets into a movie introduction

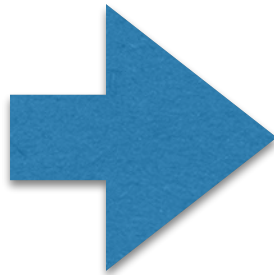
INTROMATE

<http://bit.ly/movieintro1>

INTRO DESIGNER LITE

<http://bit.ly/movieintro2>

PROCESS

- Watch the completed video and note important points
 - Create a storyboard for the movie intro
 - Create the assets
-  Compile the assets into a movie introduction



Remember, the movie opening

- Sets the tone and introduction
- May be part of the storyline
- Should include different techniques
- Leaves the viewer wanting more



<http://bit.ly/creatingwithipad>

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@kathyschrock