Educator’s Guide to Creating a Movie Trailer with iMovie on iPad

Overview:
Students create a movie trailer using iMovie on the iPad. They choose an iMovie trailer, add a movie name, cast members and credits, customize titles, and record video the iPad.

Grades and Subject Areas:
Upper elementary through high school – This lesson is planned for a multimedia or computer applications class, but the lesson plan can easily be adapted to many different content areas in 5th through 12th grades by selecting appropriate content for the trailer.

Objectives:
Students will:
- Create 1-2 minute movie trailers with iMovie on an iPad.
- Write custom titles for their movie trailer project.
- Set up, capture, and edit short video clips using the iPad camera and iMovie.
- Share completed movie trailer projects.

I Can Statements:
- I can use the iMovie app on an iPad to create 1-2 minute movie trailer.
- I can customize titles and add video content in a storyboard template.
- I can set up shots and capture video clips using the cameras on an iPad.
- I can use the help system in the iPad App to learn editing tasks.
- I can share the movie to the camera roll.
Curriculum Connections:

Alaska Content Standards:

Language Arts Content Standards
A. A student should be able to speak and write well for a variety of purposes and audiences. The student should:
   4) write and speak well to inform, to describe, to entertain, to persuade, and to clarify thinking in a variety of formats, including technical communication;
   6) when appropriate, use visual techniques to communicate ideas; these techniques may include role playing, body language, mime, sign language, graphics, Braille, art, and dance;
   7) communicate ideas using varied tools of electronic technology; and.
C. A student should be able to identify and select from multiple strategies in order to complete projects independently and cooperatively. The student should:
   1) make choices about a project after examining a range of possibilities;
   2) organize a project by a. understanding directions; b. making and keeping deadlines; and c. seeking, selecting, and using relevant resources;
   4) set high standards for project quality; and
   5) when working on a collaborative project,
      a. take responsibility for individual contributions to the project;
      b. share ideas and workloads;
      c. incorporate individual talents and perspectives;
      d. work effectively with others as an active participant and as a responsive audience; and
      e. evaluate the processes and work of self and others.

Technology Content Standards
D. A student should be able to use technology to express ideas and exchange information.
   A student should:
      1) convey ideas to a variety of audiences using publishing, multi-media, and communications tools;
      3) use technology to explore new and innovative methods for interaction with others.

ISTE Student Standards:

1. Creativity and Innovation
   Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology. Students:
   a. apply knowledge to generate new ideas, products, or processes
   b. create original works as a means of personal or group expression

ISTE Teacher Standards:

1. Facilitate and Inspire Student Learning and Creativity
   Teachers use their knowledge of subject matter, teaching and learning, and technology to facilitate experiences that advance student learning, creativity, and innovation in both face-to-face and virtual environments. Teachers:
   a. promote, support, and model creative and innovative thinking and inventiveness

2. Design and Develop Digital-Age Learning Experiences and Assessments
   Teachers design, develop, and evaluate authentic learning experiences and assessments incorporating contemporary tools and resources to maximize content learning in context and to develop the knowledge, skills, and attitudes identified in the NETS•S. Teachers:
   a. design or adapt relevant learning experiences that incorporate digital tools and resources to promote student learning and creativity

2 -Created by John Schauer – April 3, 2012
Technology Integration:

Hardware and Software Needs

- Class set of iPads with iOS 5.1 and iMovie installed
- Multimedia projector with display adapter for iPad
- Speakers
- (Optional) Apple TV with HDMI cables (and VGA adapter)

If this system is available, demonstrating skills on the iPad and sharing student projects wirelessly is simplified

Resources:

Handouts or Downloads

- Demonstration Retro Trailer Titles Script
  (Word version for print or computer; Pages version to view and edit on iPad)

Web resources

- iMovie for iOS on Apple’s Website
Lesson Plan

Prep Time:
- Thirty minutes to one hour to explore the iMovie Trailer options and become familiar with the creation and editing process.
- Additional time may be needed if you plan to make your own demo trailer.

Prior to Lesson:
Teacher Prep:
- Schedule iPad carts. This activity can be done with one iPad per student, or with one iPad per group of two to three students.
- Consider collaborating with your Instructional Technology Teacher to help plan and facilitate the lesson.
- Choose a context or topic for a final movie trailer project. For instance, in a science class, the trailer might highlight a famous inventor or a scientific discovery. In social studies, students might focus on a historical event or a geographical location. Language arts students could make a trailer for a novel, poem, or literary device.

Student Prep:
- None required to create the demo trailer. You may wish to play the music for the demo and ask students to bring props that they think would go with a “retro” 60’s or 70’s theme. Students should choose a topic and research it before starting their final movie trailer project.

Time Needed for Lesson:
One to two 50-55 minute periods to make the demo trailer with the Retro template. Two to three 75-80 minute periods if students create their own trailers with more detailed scripts. More time may be needed if you require students to perform research, complete extensions, or share their projects in class.

Directions:
Part 1 – Creating the “Retro” Demo trailer.
1. Discuss appropriate iPad use protocols and respect for other users. Explain that we will use the “I do, we do, you do” model as we get begin the project. There will be lots of time for exploring the iMovie as students develop their own projects.
2. Hand out the iMovie Trailer Script Plan for the “Retro” theme trailer.
3. With the teacher iPad connected to a projector and speakers, open iMovie on the iPad. Demonstrate one or a few steps at a time, and have students follow on their devices.
4. Click the “+” sign, and choose “New Trailer”.
5. Scroll to the “Retro” Trailer and click the play button to show “The 9-Year-Old Spy” sample trailer.
6. Click the “Create” button to open the project Outline and Story Board.
7. Provide a brief overview of the iMovie trailer editing interface.
8. Click on the “?” icon to access the iMovie Help menu. Select the “Create a Trailer” topic. Encourage students to refer to the Help menus as they develop their projects.
9. Demonstrate how to edit the Name, Cast, Studio, and Credits on the outline tab.
10. Click on the Storyboard Tab.
11. Demonstrate how to edit the script titles by clicking on the blue highlighted text.
12. Explain how the iMovie Trailer Script Plan document matches the storyboard and can be used for planning students own storyline.
13. The first video well in the Storyboard is titled “Medium” and is 3.3 seconds long. Click on this.
14. Demonstrate how to record video into the video well by clicking on the camera icon and using the red record button.
15. Show the two ways to undo and redo an action. (Note the “Shake the Device” option!)
16. Show how to edit the portion of the video clip in a video well, and how to turn the clip audio on or off. Also show how to remove a clip and how to select existing clips to include in a video well. Refer to the “Create a Trailer” help topics for these tasks.
17. Have students write their own Trailer Titles using the handout and the Storyboard as guides.
18. Students should then plan, compose, and capture video in the 16 video wells. Emphasize that less than 30 seconds of video will be used in this trailer. Point out that careful consideration of camera angles, lighting, and backgrounds will make the movie more interesting and visually appealing.
19. Proof all titles and edit the name, cast, studio, and credits on the outline tab.
20. Click the iMovie Star icon button next to the “?” symbol to return to the list of iMovie projects. Edit the project title to reflect the names of group members.
21. Click the Share button and share the finished movie to the Camera Roll.

**Part 2 (Extension / Challenge):**

1. Have students choose their own topic for a final movie trailer project. The topic should be selected from the context or content area that you provide for your class. For examples, the trailer might be to highlight a famous inventor, a scientific discovery, a historical event, a geographical location, or a literary work.
2. Have students explore the movie trailers, and select one that best fits their chosen topic.
3. Have students use the storyboard to write their own trailer titles script.
4. Plan and execute video shots using the storyboard video wells as a guide.
5. Edit, save, and share the final projects.
### Sample Trailer Titles Script – Retro Theme

<table>
<thead>
<tr>
<th>Sample Trailer Titles Script – Retro Theme</th>
<th>Your Trailer Titles Script – Retro Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>HighDef Films</td>
<td></td>
</tr>
<tr>
<td>In the Fight Between Good</td>
<td></td>
</tr>
<tr>
<td>and Evil</td>
<td></td>
</tr>
<tr>
<td>There is Only One Man For the Job</td>
<td></td>
</tr>
<tr>
<td>Special Agent Johnny Appleseed</td>
<td></td>
</tr>
<tr>
<td>Master of Disguise</td>
<td></td>
</tr>
<tr>
<td>Tough</td>
<td></td>
</tr>
<tr>
<td>Technological Genius</td>
<td></td>
</tr>
<tr>
<td>When Evil Comes a Knockin`</td>
<td></td>
</tr>
<tr>
<td>He’ll be there to Protect You</td>
<td></td>
</tr>
<tr>
<td>This Summer Evil</td>
<td></td>
</tr>
<tr>
<td>Has Met Its Match</td>
<td></td>
</tr>
<tr>
<td>The 9-Year-Old Spy</td>
<td></td>
</tr>
</tbody>
</table>