

Film Trailer Analysis [1]

Use the following grid to analyse the features of the film trailer you are about to watch.

Film: _____

Feature	Notes
Conventions: (What genre is it? How do you know?)	
Film Language: (Camera Movement, editing, Sound effects)	
Structure: (What do you see first? What do you see last? How much of the film do you see?)	
Advertising Techniques: (How is the film advertised?)	
Audience: (Who is the film aimed at? How do you know? Give evidence)	
Effect: (Does this make you want to see the film? Why or why not?)	

Film Trailer Analysis [2]

Feature	Notes
What type of film is it? How do you know?	
What can you see when you watch it? Is it exciting? Boring? What does it tell you about the film?	
How much of the film do you see? What can you tell about the story of the film?	
Does it make you want to go and watch the film?	
Who would like to watch this movie? Old people? Young people?	
Do you think this is a good trailer? Why? Why not?	