CREATING GREAT MOVIE INTROS WITH THE IPAD
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
OPENING

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

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

https://www.youtube.com/watch?v=W7voy1vit6Y
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=rPcf0qrulGI
WIZARD OF OZ

- Sets the tone and introduction
- May be part of the storyline
- Should include different techniques
- Leaves the viewer wanting more
UNIVERSITY PARODY FO
WIZARD OF OZ

https://www.youtube.com/watch?v=8VjR8BdNQhg
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
TOY STORY

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

https://www.youtube.com/watch?v=3axk73ToiFQ
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
**RUBRIC**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation (Persuasion)</td>
<td>The intro flows very smoothly. It captures the attention of the audience. It captures the viewer's interest in the movie.</td>
<td>The intro flows smoothly but there are some transitions that need improvement in order for the viewer to be persuaded to watch the movie.</td>
<td>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.</td>
<td>If the intro is not present, the movie will be nearly impossible to understand.</td>
</tr>
<tr>
<td>Content (Story/Script)</td>
<td>A key scene or theme from the movie is creatively presented. These make the content of the movie clear to the viewer.</td>
<td>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.</td>
<td>An attempt has been made to reflect on some aspect of the movie, however the concept of the movie has not been made clear to the viewer.</td>
<td>If there is no content, the movie will be nearly impossible to understand.</td>
</tr>
<tr>
<td>Images (Clip Selection)</td>
<td>Images create a distinct atmosphere or tone that matches the different parts of the movie.</td>
<td>The images create an atmosphere or tone that matches some parts of the movie.</td>
<td>An attempt was made to use images that create an atmosphere or tone, but it needs more work. The choice of images is logical.</td>
<td>Little or no attempt has been taken to use images to create an appropriate atmosphere or tone.</td>
</tr>
<tr>
<td>Voice Soundtrack (Audio)</td>
<td>The voice track is clean and fully understandable. The pace fits the storyline. This viewer is always engaged.</td>
<td>The voice track is occasionally flat. This makes the storyline not engaging for the viewer.</td>
<td>The voice track is sometimes flat and does not fit the storyline. The viewer is not emotionally engaged.</td>
<td>No attempt to match the pace of the storyline to the storyline. The viewer is not engaged.</td>
</tr>
<tr>
<td>Actors (Performance)</td>
<td>The music fits an emotional response that matches the storyline.</td>
<td>The music fits and emotional response that somewhat matches the storyline.</td>
<td>The music is adequate and does not distract but not much was added to the storyline either.</td>
<td>The music is inappropriate and distracting.</td>
</tr>
<tr>
<td>Video Editing</td>
<td>Editing demonstrates a clear understanding of the software. Many effects were incorporated and used effectively.</td>
<td>Editing demonstrates a clear understanding of the software. Many effects were incorporated and used effectively.</td>
<td>Editing demonstrates a clear understanding of the software. Limited special effects were incorporated into the intro.</td>
<td>Limited awareness of the needs and interests of the target audience.</td>
</tr>
<tr>
<td>Reflection (Audience)</td>
<td>Strong support of the audience in the design. Can clearly explain why they chose the vocabulary, music, and graphics to fit the target audience.</td>
<td>An awareness of the audience in the design. Can explain why they chose the vocabulary, music, and graphics to fit the target audience.</td>
<td>Some awareness of the audience in the design. Some difficulty in explaining the choice of vocabulary, music, and graphics for the target audience.</td>
<td>Limited awareness of the needs and interests of the target audience.</td>
</tr>
</tbody>
</table>
Presentation (Persuasion)

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

1. TITLE
   Image in big

2. Shots of main locations
   "FAST"

3. Special effects + catchy
   sound

4. Roll credits
   Director
   Producer
   etc.

5. MOVIE
   3 sec

6. PHOTOS
   MOVIE
   5 sec

7. SPECIAL EFFECTS
   SOFTWARE
   10 sec

8. MOVIE CREDITS
   ONLY
INTROMATE

$2.99
INTRO DESIGNER

$2.99
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
TAKE A SEAT & MAKE A FRIEND
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
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

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

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