

CINEMATIC TRAILER

In this category, entrants will showcase their editing, pacing, and narrative storytelling skills by creating a compelling, high-impact movie trailer for an original concept.

Inspired by the dramatic scope and visual excitement of major cinematic blockbusters, this category challenges students to distill a larger story into a gripping **90-second preview**.

Submissions should feature professional-grade trailer conventions, such as strategic pacing, rhythmic editing matched to music or sound design, dramatic voiceover dialogue snippets, and visually striking cinematography that builds suspense, emotion, or excitement without giving away the entire plot.

Entries may be based on original screenplays/concepts. All content must be school-appropriate and original student work. If utilizing copyrighted music, sound effects, or external film clips, students must ensure their use falls under educational fair use guidelines, cite source(s) and provide permissions to use or is replaced with royalty-free alternatives.

Maximum Length: 90-Seconds

Key Criteria Elements Covered:

- **Narrative Pacing:** Focuses on the unique art of trailer editing—building hooks, rising action, and a climactic cliffhanger.
- **Cinematic Style:** Encourages dynamic visual effects, professional color grading, dramatic audio mixing, and strong typography/title design.
- **Creative Freedom:** Welcomes both original creative writing and imaginative cinematic adaptations.

Category: Cinematic Trailer (Max 100 Points)

Submissions: Original Concept Previews or Creative Adaptations

Length: 90 Seconds Max | **Focus:** Pacing, rhythmic editing, cliffhanger structure, dramatic sound design, visual impact.

Criteria	Points	Scoring Focus & Key Indicators
Trailer Structure & Narrative Pacing	0 – 25	• Effective trailer formula: strong setup/hook, rising action, climactic build, cliffhanger. • Distills a complete narrative concept into 90 seconds without revealing the whole plot. • Pacing creates genuine suspense, excitement, emotional pull, or intrigue.
Rhythmic Editing & Sound Assembly	0 – 25	• Precise hit-points where visual cuts align with sound effects, beats, or score drops. • High-impact audio mix: dramatic dialogue bites, risers, impacts, and music swells. • Seamless layering of sound design to drive the intensity of the cuts.
Cinematography & Visual Style	0 – 20	• Cinematic composition, creative camera movement, and intentional lighting. • Distinct visual atmosphere created through color grading and stylization. • Variety of shot types (extreme close-ups, wide landscape shots, rapid montage cuts).

Criteria	Points	Scoring Focus & Key Indicators
Graphics & Title Design	0 – 15	• Professional typography and title cards (movie title, tagline, billing block, coming soon). • Custom motion graphics or text integration that complements the film genre. • Visual cohesion between graphics, music, and footage style.
Originality & Concept Execution	0 – 15	• Creative reimagining of an existing story or inventive world-building for an original script. • Professional polish that leaves the audience wanting to see the full film. • Strictly adheres to time limits and school-appropriate guidelines.

Standard Evaluation Guidelines (For Festival Judges)

- **90 – 100 Points (Exemplary):** Broadcast/theatrical quality; flawless audio balance and rhythm; strong visual polish; zero rule violations.
- **75 – 89 Points (Accomplished):** Clear, well-executed segment or trailer; minor technical balance issues (e.g., slight background noise, minor lighting inconsistency).
- **60 – 74 Points (Developing):** Functional effort; noticeable narrative or editing gaps; audio levels fluctuate; pacing feels rushed or drags.
- **Below 60 Points (Limited):** Significant technical flaws (inaudible dialogue, unedited clips), non-compliance with category focus, or clear copyright violations.