

Exhibition: Surreal Worlds
Creative Brief: VIDEO TRAILER
Schedule: TWO WEEKS

The Museum needs a 30 second trailer for the Surreal World show coming up in December. It will be used across a few social media platforms and on our website, so we need it to be fun, engaging and informative. We're really hoping it will be eye-catching and cool, but still be readable and accessible to people of all ages.

The show focuses on three revolutionary artists who were crucial to developing the ideas of Surrealism: Rene Magritte, Giorgio De Chirico, and Luis Bunuel. You're probably familiar with some of their work, but you might want to read up on them a little bit to get a better idea. We have included a packet of images that you can use to make the trailer. These images are all licensed for the show, and will be on display as part of the exhibition. So feel free to use whatever images you want from that folder, but please limit your visual imagery to those images.

We are also including a cut audio track, as well as a storyboard breakdown of the sequence. Please note, this storyboard is only a suggestion. We want you to feel free to change around the order and images to suit your piece.

We do have these 6 requirements:

- 1. The piece must begin with the NYMA logo on screen by itself, and then display the full New York Museum of Art logo by itself after that. We have included both logos in the folder.*
- 2. The piece must also end with the NYMA logo on screen by itself for at least one second. The second-to-last shot must contain the full New York Museum of Art logo, and the following phrase "For more information please visit www.NYMA.org"*
- 3. We need to have the logo of the show "Surreal World" on screen for at least two seconds. The branding for the show is all done, so we are providing the logo as an AI file. It would be best to have that logo at the end of the trailer too, just to drive the name home with people. That logo is also included in the folder.*
- 4. We are providing the exhibition fonts (Arco and Bodoni 72) for you to use in your projects. All of the promotional materials for the show, as well as the exhibition graphics, are set in these fonts, so make sure your piece is consistent. We suggest you use Arco for the one word layouts like the artist's names, and Bodoni 72 for the quotes, but this is just a suggestion.*
- 5. You must use the names of all three artists on screen individually, and use at least two images per artist. These are all well-known artists and we want viewers to know that their work is on display.*
- 6. Additionally, we would like you to include these two quotes about the show. There is a small chance that one of these might change in the final version.*
 - "So real, it's surreal" (Art Eater Magazine)*
 - "Exquisitely venomous" (Network Breton)*

Feel free to cut up the artwork without being disrespectful. Color palette is up to you, but we suggest that you draw color inspiration from the pieces of art you use throughout the video. Other than that, make this your own!

Thanks!
Victor Curator