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Trailer Homework

**What makes a good trailer?**

Part of this is from what’s discussed in class but also my opinion. I think a good trailer explores the themes of a game and teases the experience. Generally it’s good to show real gameplay but this doesn’t always have to be the case. A good trailer can be various things, such as introducing a character in the game, setting up the story, showing key points in gameplay. There’s a phrase from Bungie about “30 seconds of fun”, where the core gameplay should focus on this 30 seconds moment to moment. This could be shooting aliens or worrying about survival.

**What makes a bad trailer?**

This also has some bias from me. A bad trailer loses engagement with the viewer which can be done in various ways. If there is too much gameplay and the trailer is too long then that’s a problem. Mentioned before is the “30 seconds of fun” which doesn’t require 10 minutes of gameplay. Chances are if a viewer loses interest within the first minute they probably aren’t interested in the rest of the video and will click off. A good trailer respects your time.

**What will I include in mine?**

I am making a trailer for a game that doesn’t yet exist, so there’s no gameplay. However I have a good idea of the enemy that will be in the game. In the story, humanity is nearly extinct due to animals called Reapers. Given this fact, Reapers should be something to fear as they are a cruel part of nature. To expand on this in the trailer, I rely on sound design, the climax being when Reaper roars can be heard in the distance.

I drew inspiration from “Found Footage” concepts and the “Backrooms” since these types of media rely on audio and the fear of unknown, much like I am relying on due to no gameplay.

**Responses after feedback in class:**

General feedback I got was that they’d like to see more from this universe and that there should be more visuals.

This is good to hear, my universe is interesting at least from the trailer and it engages audience.

Looking back I should have put more visual eye candy, such as a TV static background or the camera being destroyed.

There is some tip about worldbuilding where you “scratch the surface” and avoid revealing everything. This seemed to work well for the trailer, and I should follow a similar structure when it comes to worldbuilding in the actual game.

**Link:** <https://youtu.be/dutdpxG_stg>