

The skeleton template

15 s

2 s pay-off	9 s three steps in three shots	2 s invitation	2 s credits
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30 s

3 s pay-off	4 s the problem	13 s walkthrough	5 s checklist	3 s invitation	2 s credits
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45 s

4 s pay-off	6 s the problem	22 s walkthrough	6 s resource	4 s invitation	3 s credits
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Budget the credits in the script, or they won't fit at the end.

The cinema-grade checklist: seven boxes

- ☐ Pace: about 14 changes per minute
- ☐ Skeleton written before editing
- ☐ First frame readable muted and at 10%
- ☐ Small brand and a one-second sound
- ☐ Burned-in subtitles
- ☐ Nothing important on the edges or in the bottom third of vertical
- ☐ Credits budgeted and readable

All seven ticked: your teaser is cinema grade.