The structure template



Budget the credits in the script, or they won't fit at the end.

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The trailer-style checklist: seven boxes

- [ ] Pace: watched through, no shot feels long
- [ ] Structure 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 a vertical video
- [ ] Credits budgeted and readable

If all seven are there, your teaser has the essentials of a release trailer.

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