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COMM 492-01

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Project #2

Project Details:

Title: NoEnd

Length: 3 minutes

Target Audience: An audience who enjoy and/or have an interest in horror films, primarily college students.

Purpose/Objective: To promote an upcoming movie, NoEnd. This trailer will display to the audience what's in store and the upcoming attractions to the film.

Treatment:

The trailer will begin with a black screen. The scene will be set as we see a group of college students (Michaela, Kyle, Rich, Katie, Samantha, and Evan) hanging out in a friends house. Upbeat music plays in the background to set the scene of friendship and happiness. They are discussing their futures and the fact that college will soon be over. It is brought up that one of their friends, Anthony, is not at their hang-out. After questioning where he is, one of the friends, Rich, mentions that he saw Anthony's car outside of his house, right up the street.

As the trailer progresses, the atmosphere begins to get darker as the group of friends go looking for Anthony's car in efforts to find out where he is. As the group of friends are walking through his neighborhood, they find Anthony's car, abandoned, next to a tree. The group of

friends try to get into the car to look for clues, but the doors are locked. Observing as much as possible, Rich sees a flyer on the windshield, advertising a mysterious fun house where you can go to win money. Rich suddenly recalls Anthony talking about this maze and after minutes of contemplation, they decide to go in efforts to find their friend.

We then see the group of friends arrive at the NoEnd house. They stand outside for a few seconds and discuss whether or not they should go inside. It was decided that they would enter, for Anthony. When the group hears that this house is not like any other haunted house, the guys are more willing to go in than the girls are. The girls are not fond of the idea of risking their lives, whereas the guys think it is all a joke. As they walk inside, they enter a foyer, similar to a comfortable home. We will hear dark or horror music with creepy sound effects, such as creak on the steps as they enter the house. As the music and sound effects play, a montage will be seen. The montage will show the horrifying experiences each character faces within the house. These experiences will include images of slamming doors, the friend's struggle to stay alive, and their reactions as fear takes over. The montage will play as a voiceover begins speaking about the house, the rules of the house, and what will happen if they are able to escape.

As the end of the trailer occurs, we will see an empty "NoEnd House" where the audience can wonder whether the six of them escaped the house with their lives and if they found Anthony, or if they all died in the NoEnd House. The last thing the audience sees and hears is Evan say, "guys, we're going to get ourselves killed." The trailer then dissolves to black, where there will be a title card that reads "NoEnd House. Coming to Theaters October 2019."