Visual literacy in business

Visual Literacy in Business Insert Insert Introduction The trailer of the movie is the preview of the entire movie or film. The trailer shows the viewer what he or she is going to expect in the movie. For instance, it will give a brief introduction of the themes in the movie, the main characters of the movie as well as the flow of the film. The primary objective of the film trailer is to market the movie to the viewers as well as give them a clue of what will go on in the movie. With individually selected music, the trailer is played for approximately 1-2 minutes to leave the viewer in suspense, wanting to know more thus motivating the viewer into watching the entire movie.

The indented message of the documentary

The primary purpose of this literature is to win the interest of people to buy this idea or influence them to watch the whole movie (Lopate, 2006). For instance, the trailer for the movie " That Sugar" is to motivate to try to know the contents in the documentary in detail. That will enable viewer make a reliable decision as far as sugar concerned. The motion pictures are more influential as compared to images and still photos in that; the motion pictures show the exact flow of the movie thus bringing out the theme in the movie apparently. Therefore, motion pictures are more convincing because they bring a real life scenario.

However, the motion picture is the ones that can effectively communicate the flow of the movie as well as the themes in the film. Moreover, motion pictures will aid in quick introduction of the main characters to the viewer, thus generating a desire to watch the entire film. Finally, the trainer also enables an individual to know what kind of movie to watch. That is the trailer will communicate to the viewer the whole about of the movie thus avoiding at an early stage or redevelops the desire to watch it. Therefore, the trailer is

an advertising tool that producers use to catch the attention and desire of the viewers to the movie.

Reference

Lopate, P. (2006). American movie critics. New York: Library of America.