

What is a Book Trailer?

Think it's impossible for you to make your own book trailer. Well, think again. It's fun and easy once you get the hang of it. First, what is a book trailer? A book trailer is a video advertisement of a book, also referred to as a book video, and a book teaser. It can be acted out, full production trailers, flash videos, animations, simple still photos set to music with text conveying a story.



Book trailers are one of the fastest growing, powerful trends in promoting books by way of the Internet. Guess what, your book trailers may possibly be posted on your school's website for others to see! So be creative and provide the "hook" for the book.

With the help of a few simple software applications, all you are doing is dragging and dropping images related to your book and storyline into the software's story timeline. Then you will add video effects and transitions, and lastly music or sound effects.

Ready, Set, Go!

This is how you get started. First, go to [YouTube](https://www.youtube.com), or any of the other distribution channels (video-sharing sites), type in "book trailers" and observe other trailers on these sites before creating your own. This will give you a feel for what you may want in yours. Better yet, check out the samples created by other students below:

Vampire Kisses by Ellen Schreiber <http://pop.youtube.com/watch?v=EpFWppKMPek>
Speak by Laurie Halse Anderson <http://pop.youtube.com/watch?v=ZlfBb24oQao>
oh. my. gods. By Tra Lynn Childs <http://pop.youtube.com/watch?v=rmsDpjlYMR0>
The Cay by Theodore Taylor <http://pop.youtube.com/watch?v=wzyJGGjw6DM>
Gym Candy by Carl Deuker http://www.teachertube.com/view_video.php?viewkey=1041eb9b8b5319eec853

Creating a Book Trailer

1. Read the book.

2. Your job is to convey the MAIN IDEA and MOOD of the book and MAKE THE AUDIENCE WANT TO READ the book. In a series of still or moving images, enhanced by sound and/or narration you must give the BASICS about the book.

The four most important elements to convey are:

- a. The main character (protagonist)

WHO is the main character? _____

- b. The setting

WHERE does the story take place? _____

- c. The conflict

WHAT is the problem the main character must solve: _____

- d. The mood

HOW does the story make the reader feel? _____

3. Lesser concepts you may include if you wish:

- a. The antagonist(s)

WHO are they and what is their conflict with the main character?

- b. The turning point, climax (**only HINT at this - DO NOT GIVE AWAY THE ENDING!!!**)

WHAT is the most exciting part? _____

4. Three Top Tips:

- a. Don't make the video too long. No more than 2 minutes, but around 1 min. or 1.5 is better.
- b. Don't make your text do tricks throughout the video. It's exciting to have that function but annoying to watch text slide in or wiggle in or other such neat tricks throughout the entire video.
- c. Don't put so much text on the screen that it's now in competition with your visuals.

5. **Key points to remember:**

- a. End with a “**cliff-hanger**” – make them WANT to know what happens to the main character
- b. Use foreshadowing, but ...
- c. **DO NOT GIVE AWAY THE ENDING!!**
- d. Use images and audio that are in keeping with the MOOD of the book.

Look for free images from:

Wikimedia: <http://wikimedia.org/>

Galileo: <http://www.galileo.usg.edu/>

Library of Congress American Memory Project:

<http://memory.loc.gov/ammem/index.html>

Library of Congress Prints & Photographs Reading Room:

<http://www.loc.gov/rr/print/catalog.html>

Clipart.com: <http://www.clipart.com/en/>

Look for sounds from:

WavSource.com: <http://www.wavsource.com/sfx/sfx.htm>

Soundzabound: <http://www.soundzabound.com/> (you will need a password to visit this site—we pay for it)

Royalty Free Music: <http://www.royaltyfreemusic.com/free-music-clips.html>

Sound effects from Partners in Rhyme:

<http://www.partnersinrhyme.com/pir/PIRsfx.shtml>

- e. Observe **COPYRIGHT** law – use only original images, video, audio OR be sure you have permission to use borrowed material and make sure you note the sources.
- f. Be **SUBTLE** – give hints that tantalize.
- g. Be **CONCISE** – do NOT give plot summary!!!!!!

6. **Plan the order in which you will use the images and sounds.**

7. **Use Windows Movie Maker, iMovie, or other video creation program to begin adding your images, sounds, and credits. Save your finished project so that it can be played in QuickTime 6.5 or higher or Windows Media Player 7 or higher. Your book trailer should be of the format → .mov, .avi OR .mpg.**

NOTE: All content in each project must be appropriate and suitable for publication on the Jones County Schools Web site. The book trailers may not contain inappropriate, defamatory materials or materials of a sexual or violent nature.

Windows Movie Maker Tutorial (PC):

<http://www.microsoft.com/windowsxp/using/moviemaker/default.mspg>

iMovie Tutorial (MAC):

<http://www.apple.com/ilife/imovie/>