

# BOOK TRAILER

A "trailer" is a brief video synopsis of a book or movie, designed to entice viewers to see the entire work. Your job is to create a Book Trailer for the novel your group read for independent reading.

## ASSIGNMENT DESCRIPTION

Your book trailer must include information that reveals your understanding of the following elements within your novel:

- characters
- plot--be very carefull not to 'give away' the climax of the novel
- setting
- theme
- tone/mood

Your book trailer should include:

- brief introduction to setting, main characters
- brief synopsis of story, or exciting scene
- use of images, sound, video
- a leading question for the viewer to ponder (possibly entice them to read the book!)
- overall time of trailer (1-2 min)

## OVERVIEW

The best way to start is by watching other people's trailers. As you watch the trailers keep note of which trailers really stand out, and what makes them so captivating. Would this trailer entice you to go out and buy the book or see the movie? Why?

Suggested websites: [Book Trailers for Readers](#), [The Best YA Book Trailers of All Time](#), [The Giver Book Trailer](#), [Inside Out and Back Again Trailer](#).

## How to Begin...

- Storyboard your ideas out. This is probably the most important step of the whole creating process. Check out [the storyboards](#) you can use. Make sure you have a “hook” to grab the viewers’ attention. The first thing you want to consider is how to convey the idea of your book, and get people excited about it - excited enough to want to read it!
- Think about how you want your trailer to look. Perhaps a video compiled of still images or a mixture of stills and video and a musical background to add interest and emotion. Will the music quicken, or create a particular feeling? What method of changing from one scene to the next do you want to employ? Do you want to fade to black? Or use some kind of manipulation that gives the impression of a page turning, or a spiraled fade?
- Once you have it all mostly planned out, start using technology to take your idea from a vision to reality. Take a look at your plot planner and consider which images you might want to use in your trailer. This could mean pictures of characters in certain situations, or it could be more symbolic images. The pictures can be of setting, objects important to the story, or anything else the you think important. It's a chance to be creative and make a trailer rich with symbolism.

Using one of the technologies below (or one of your choice) create your book

trailer. Of course, many book trailers incorporate video. However, that is both more time consuming and more difficult to accomplish. Many persuasive book trailers are very effective using only images and words.

iMovie (you can find in application on your mac)

Stupefix

Prezi (online presentation tool found on Learning Commons website)

Sliderocket (online presentation tool found on Learning Commons website)

Here are some sites that will help you find the visual and audio elements for your trailer. If you are an artist at heart do not hesitate to draw your own sketches for the trailer. Using your own voice for the audio can also make a big impact.

## **Images**

Creative Commons

Wikimedia Commons

Pics4Learning

## **Music/Sound**

7 Sources of Free Sounds for Multimedia Projects

Free Play Music

WavSource

Royalty Free Music

## Levels of Achievement

The project will be marked for Criteria C (Producing text).

<b>Criterion C: Producing text</b>	
<i>At the end of year 3, students should be able to:</i>	
i. produce texts that demonstrate thought, imagination and sensitivity, while exploring and considering new perspectives and ideas arising from personal engagement with the creative process ii. make stylistic choices in terms of linguistic, literary and visual devices, demonstrating awareness of impact on an audience iii. select relevant details and examples to develop ideas.	
<b>0</b>	The student does not reach a standard described by any of the descriptors below.
<b>1-2</b>	i. produces texts that demonstrate <b>limited</b> personal engagement with the creative process; demonstrates a <b>limited</b> degree of thought, imagination and sensitivity and <b>minimal</b> exploration and consideration of new perspectives and ideas ii. makes <b>minimal</b> stylistic choices in terms of linguistic, literary and visual devices, demonstrating <b>limited</b> awareness of impact on an audience iii. selects <b>few relevant</b> details and examples to develop ideas.
<b>3-4</b>	i. produces texts that demonstrate <b>adequate</b> personal engagement with the creative process; demonstrates <b>some</b> degree of thought, imagination and sensitivity and <b>some</b> exploration and consideration of new perspectives and ideas ii. makes <b>some</b> stylistic choices in terms of linguistic, literary and visual devices, demonstrating <b>adequate</b> awareness of impact on an audience iii. selects <b>some</b> relevant details and examples to develop ideas.
<b>5-6</b>	i. produces texts that demonstrate <b>considerable</b> personal engagement with the creative process; demonstrates <b>considerable</b> thought, imagination and sensitivity and <b>substantial</b> exploration and consideration of new perspectives and ideas ii. makes <b>thoughtful</b> stylistic choices in terms of linguistic, literary and visual devices, demonstrating <b>good</b> awareness of impact on an audience iii. selects <b>sufficient</b> relevant details and examples to develop ideas.
<b>7-8</b>	i. produces texts that demonstrate a <b>high degree</b> of personal engagement with the creative process; demonstrates a <b>high degree</b> of thought, imagination and sensitivity and <b>perceptive</b> exploration and consideration of new perspectives and ideas ii. makes <b>perceptive</b> stylistic choices in terms of linguistic, literary and visual devices, demonstrating <b>clear</b> awareness of impact on an audience iii. selects <b>extensive</b> relevant details and examples to develop ideas with precision.

## Works Cited

“Book Trailer Assignment - Ms. Fleming.” *Google Sites*, sites.google.com/a/colonial.net/cchsmsfleming/sophomore-english/independent-reading-presentation.

Catton, Chris. “Mr.Catton's Grade 7/8 Blog.” *The Book Trailer Assignment*, 1 Jan. 1970, cattonteacher.blogspot.rs/2011/03/outsideers-book-trailer-assignment.html.