

# Using Book Trailers to Create a Community of Readers

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# What is a book trailer?

A book trailer is a digital book talk -- a commercial for a book using text, images, music, movie clips, and/or voiceovers.

A book trailer is a multilayered, multimodal presentation of a book that students can share publicly through YouTube, TeacherTube, teacher's blog, or school media center website.

Both book talks and book trailers give students the opportunity to share what they are reading and hear what their peers are reading. A book trailer also gives students the opportunity to practice 21st century literacy skills and share their creations with an audience outside their class.



# Why Book Trailers?

**With the Common Core standards, students are . .**

ELA Standard 8.9.8.8 Create a **persuasive multimedia work** or a piece of **digital communication** for a specific purpose.

ELA Standard 8.7.6.6 Students use **technology, including the Internet, to produce and publish writing . . .** as well as to interact and collaborate with others.

ELA Standard 8.4.10.10 Students are **self-selecting texts for personal enjoyment and interest.**

ELA Standard 8.9.5.5 Integrate **multimedia and visual displays** into presentations, to clarify information, strengthen claims, and add interest.

**Through creating and posting book trailers, students become real media creators, members of what Henry Jenkins describes as "participatory culture," no longer mere consumers.**



# Teacher Models of Book Trailers

## Make Lemonade

YA novel by Virginia Euwer Woolf

[http://www.youtube.com/watch?v=FbjCw0inl\\_Y](http://www.youtube.com/watch?v=FbjCw0inl_Y)

## Al Capone Does My Shirts

YA novel by Jennifer Choldenko

<http://www.youtube.com/user/thebademan#p/a/u/2/bJpkQ1ZUbwc>



# How to Make a Book Trailer

## Before composing your trailer:

- Consider what makes your chosen book unique. Why should others read your book?
- Decide what is most important to show about your book:
  - Main characters' personalities?
  - Setting?
  - Main conflict or problem?
  - Theme?
  - Symbols?
  - Voice?
  - Mood or emotion?
- How can you create suspense and interest in your book?
- Complete a storyboard before you begin making the trailer.



# How to Make a Book Trailer- part 2

1. Begin searching for images (and/or film clips) to represent your book's characters, setting, conflict, theme, and mood. This will be the most time-consuming step in the process. Find copyright-free images at <http://creativecommons.org> and <http://flickr.com>.
2. Save images you find to a separate folder on your computer's hard drive. You won't use all the images you find; choose only those that represent your book best.
3. Next step is to search for music. You can use music that you have ripped from a CD or downloaded from your iTunes account. Or you can find free music at sites like <http://freeplaymusic.com>. Save your music as an mp3 file.



# How to Make a Book Trailer -- part 3

4. Start creating your trailer using a movie maker program, like Windows Movie Maker, iMovie, or PhotoStory.
5. Import pictures, then drag and drop them into the program's timeline. Experiment with order, timing, video transitions, and photo effects.
6. Add text, but not too much. Let the images and music tell the story for you. Consider include short quotes form your book to give your viewers a taste of your book. Try to create suspense by using cliffhangers, and never give away the ending.

Here's a helpful Windows Movie Maker tutorial.

<http://www.youtube.com/watch?v=JZXK68NS7gU>



# How to Make a Book Trailer -- part 4

7. Play with it! This is the fun part. Experiment with different photo effects, font styles, video transitions, text transitions, etc. to create the feeling and impression you want.
8. The very important **FINAL** step is to save and compress your video properly.
9. You're now a media creator. Share your creation with the world by posting to YouTube, TeacherTube, a blog or wiki.