**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Book Trailer Project**

**Step 1: Brainstorm  
Tips for Creating a Book Trailer**

1. 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? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. **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? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3. Key points to remember:**

1. End with a **“cliff-­‐‑hanger”** – make them WANT to know what happens to the main character
2. Use foreshadowing, but ...
3. **DO NOT GIVE AWAY THE ENDING!!**
4. Use images and audio that are in keeping with the MOOD of the book
5. Observe **COPYRIGHT** law – use only original images, video, audio OR be sure you have permission to use borrowed material.
6. Be **SUBTLE** – give hints that tantalize.
7. **Be CONCISE – do NOT give plot summary!!!!!!**

**Step 2:** Must use Photo Finisher graphic organizer to map out images and captions for your project. You will be give a copy of the paper, but here is the link also:

http://www.scholastic.com/teachers/sites/default/files/posts/u64/pdfs/aa.bbr\_.photofinish.pdf

**Step 3:** Take photos or locate them through one of the listed sites to go with trailer  
**Step 4:** Download photos to your computer and save in a file for this project

**Step 5:** Begin to create and edit Book Trailer in iMovie

**Resources for the Book Trailer Project:**

**Windows Movie Maker Tutorials**

http://desktopvideo.about.com/od/moviemakervideotutorials/Windows\_Movie\_Maker\_Video\_ Tutorials\_Learn\_to\_Edit\_Videos.htm

http://www.microsoft.com/windowsxp/using/moviemaker/default.mspx http://www.mightycoach.com/articles/mm2/index.html

**Online Resources for Images and Sounds**

***Copyright Reminder: Each of the following sites has their own policy regarding use of their materials. Please check individual licensing notices as they pertain to your situation.***

http://soundzabound.com/

http://www.a1freesoundeffects.com/

http://freeplaymusic.com/

http://garageband.com/

http://www.pics4learning.com/

“Copyright-­‐‑friendly images for education”

http://www.freefoto.com

http://www.allseasonclipart.com/

http://copyrightfriendly.wikispaces.com/

http://www.google.com/ig/usgov

This Google search page will allow you to search ONLY .gov sites for both sounds and images.

To restrict your search, include the file format in the search box. (Example: army wav)  
Be sure to check copyright permissions, since government sites may include materials that are not in the public domain.

http://memory.loc.gov

Search for images and sounds in the American Memory Collection of the Library of Congress.

http://eduscapes.com/tap/topic98.htm

Copyright Free Images

http://school.discovery.com/clipart/

Free Clipart

http://etc.usf.edu/clip/

More Links to clip art, images, etc.

**Storyboard Resources**

http://accad.osu.edu/womenandtech/Storyboard%20Resource/ http://edtech.guhsd.net/video/videoplan.html  
**Examples of Digital Book Trailers and Help for Creating Book Trailers**

http://www.digitalbooktalk.com/

University of Central Florida’s Award Winning Digital Book Talk  
Click on **UB the Director** for student samples, plus an excellent “How-­‐‑to”

http://www.sdst.org/shs/library/movietrailers.html

**Copyright Information – Fair-­‐‑Use Guidelines**

1. Students may use portions of lawfully acquired copyrighted works in their academic multimedia projects, with proper credit and citations. They may retain them in personal portfolios as examples of their academic work.

2. The opening screen must include a statement that their presentation has been prepared under fair use exemption of the U.S. Copyright Law.

3. Students need not write for permission if their presentation falls within the specific multimedia fair use guidelines, which are as follows:

**Text**

• Up to 10% of a copyrighted work or 1000 words, whichever is less • Poems  
− Entire poem if less than 250 words  
− 250 words or less if longer poem

− No more than 5 poems (or excerpts) of different poets, from an anthology − Only 3 poems (or excerpts) per poet

**Motion Media**

• Up to 10% of a copyrighted work or 3 minutes, whichever is less • Clip cannot be altered in any way

**Illustrations**

• A photograph or illustration may be used in its entirety.  
• No more than 5 images of an artist’s or photographer’s work  
• When using a collection, no more than 10% or no more than 15 images, whichever is less

**Music**

• Up to 10% of a musical composition, but no more than 30 seconds • Up to 10% of a sound recording, but no more than 30 seconds  
• No changes can be made to the work.

**Internet**

• Internet resources often combine both copyrighted and public domain sites. Use care in downloading any sites for use in multimedia presentations.

**Multimedia Presentations Citations**

• Students must credit sources, giving full bibliographic information when available. • Students must display the copyright notice and copyright ownership information if this is shown in the original source.