

Book Trailer

A Multimedia Project

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The most advanced way to promote a book is with a video. This method is called Book Trailers. They are similar to a movie trailer, in that they are designed to build interest and get people to read the book. The main difference is that a movie trailer already has visual images to work with - clips from the film. With a book trailer, the creator (that's you!) has to convert the written words into visual images and sound. The trick is to convey a sense of what the book is about without giving it all away and without clearly defining what the characters look like, as most readers prefer to visualize what they are reading about as they use their own imagination. Book trailers can be from one minute to three minutes in length. They can be anything from the author reading a passage from the book (voice over), to an elaborate visual production. Book Trailers can be acted out (original photos), animation, and can be set to music and other sound effects.

Steps in Creating a Book Trailer

Developing trailers requires pre-writing and essential planning to ensure that the trailer meets certain criteria and time is used appropriately.

We will review book trailers and ANALYZE their effectiveness and use of film techniques (text; image; sound effects; transitions; mood; story line; etc.)

1. Select a book that you have read recently.
2. Fill out the Book Trailer Planning Template in order to initially inspire your work.
3. Storyboard your ideas out. Use the Book Trailer Storyboard Template. You must have a minimum of ten images, excluding the intro and extro slide. The trailer will be a minimum of 60 seconds to a maximum of 180 seconds. It is best to select a SPECIFIC time frame (60s; 120s; 90s; etc.).
4. You must carefully consider how to convey the idea of your book, and get people excited about it – excited enough to want to read it.
5. Refer to the Book Trailer Rubric. Evaluation will be based on teacher, peer and individual input. The main criteria for evaluation include: Planning, Content Organization, Production Quality, and Project Work Skills.
6. Ensure that you have included the following criteria: transitions, hook, graphics, text and sound.

Web Resources:

Review Book Trailers (YouTube.com)

Review Bookseller websites (amazon.ca)

Review Publisher websites (harpercollins.ca)

Review Author websites (jerryspinelli.com)

