

Welcome-- Book Trailers- Tim and Barbara Boyer





# BOOK TRAILERS

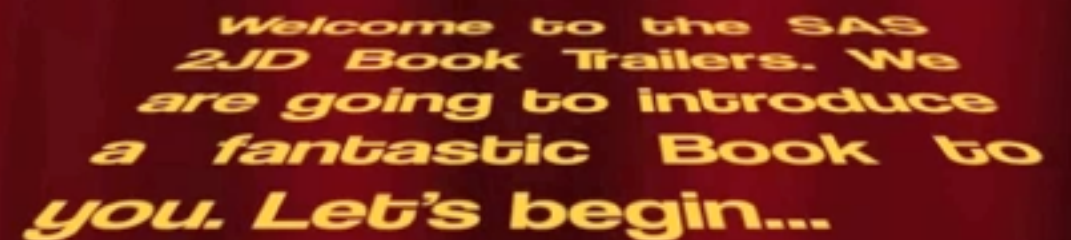
By Barbara and Tim Boyer





# WHY BOOK TRAILERS?

- Encourages succinct writing
- Enhances imagery details in summarizing
- Allows for differentiation
- Allows for refinement
- Make books come to life
- Process is fun



*Welcome to the SAS  
2JD Book Trailers. We  
are going to introduce  
a fantastic Book to  
you. Let's begin...*





# 2ND GRADE PLANT BOOK TRAILER



# How to Make a Book Trailer

## 2<sup>nd</sup> Grade

### Complete Sheet

Fill out the sheet as if you would be talking. Write exactly what you are going to say. Use words that gives pictures in people's mind. Use different details in each section. Decide on what pictures from the book would best show what your words say. Decide on who is going to say what. Practice saying it out loud.

\*\*\* (Teachers do) Scan in pages. Save as jpeg. Drag group to iphoto.

### Iphoto

Edit pictures to what you want to be shown in the movie.

### Imovie

Create an opening slide using the text box.-type in opening credits. Click on media box and then drag the pictures in order on the sheet. Click on the cogwheels to adjust the slide time to 8 or 10 seconds and *apply to all* (easier to shorten to match the voice). Students then click on microphone and click to where they want the voice to start and record.

**Hints:** Practice the moving of microphone and sheet so that the reading is fluent.

Export with *Quicktime*

Join together for a longer movie.

Upload to video portal

Import them into the blog!



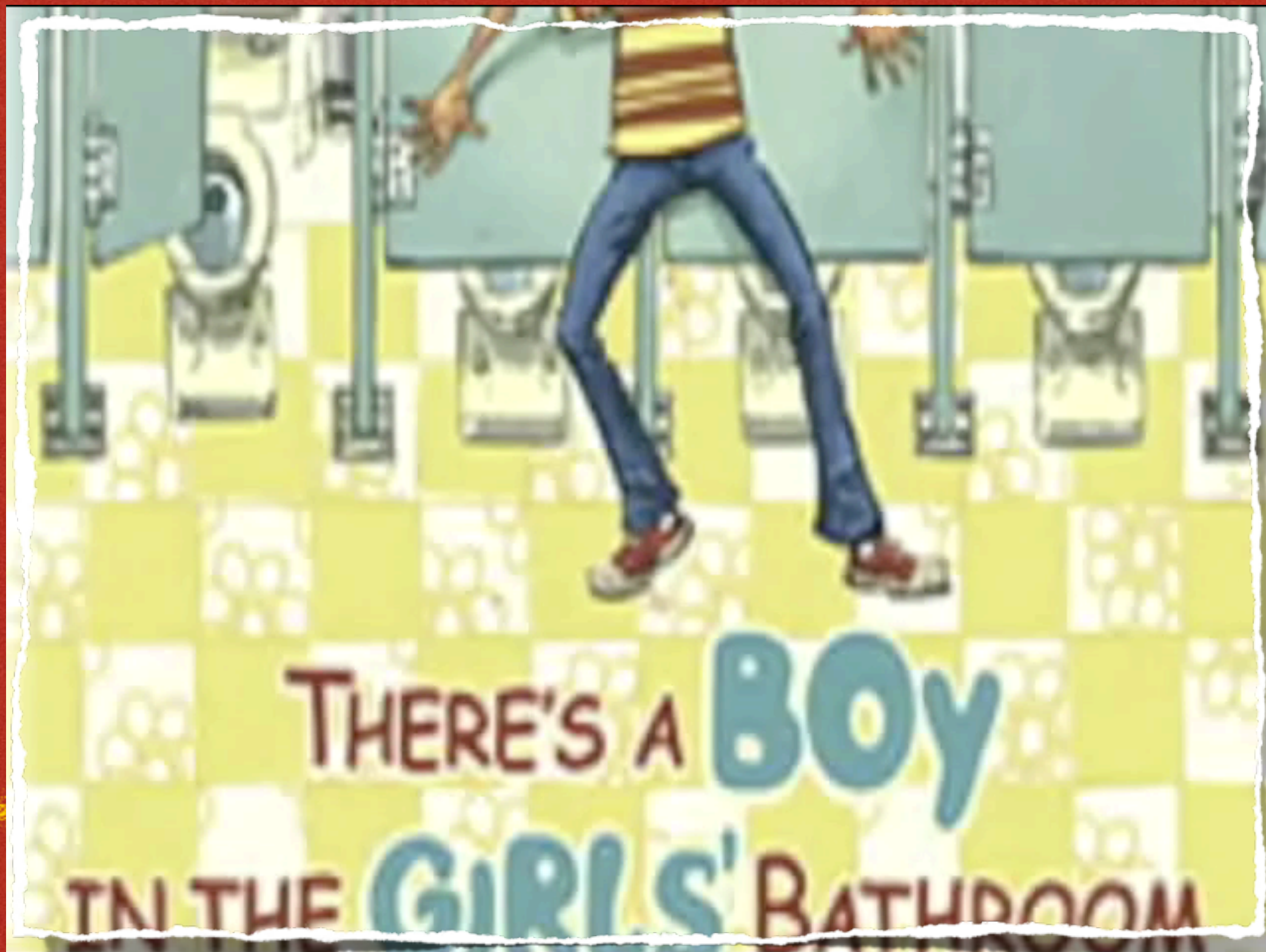
# Sample Instruction List from 2nd Grade

## 2<sup>nd</sup> Grade Plant Fiction Book Trailer

Write what you are going to say about your book. Partners should share ideas and what parts each person will say aloud.	Describe your picture that you will use to help tell the story.
<p>Title Slide: Title, Author, Illustrator</p> <p>The title of the book being featured in this book trailer is _____.</p> <p>This book is written by _____.</p> <p>This book is illustrated by _____.</p>	
<p>What is the book about? Write 1-2 sentences.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>What is the genre of the book and how do you know? 1 sentence</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>How are plants a part of the story?</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>Why should someone else read this book? 1 sentence</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>Ending Slide:</p> <p>Thank you for watching our book trailer. You can find this book in the _____ section of the elementary library.</p>	

Names: \_\_\_\_\_ Class: \_\_\_\_\_





4TH GRADE SOCIAL ISSUES



# How to Make a Book Trailer

## 4<sup>th</sup> Graders

### Complete the Sheet

Fill out sheet that helps you summarize your book and describe the types of pictures that you might need.

### Iphoto

Using Image quest (or yahoo images if necessary), look for pictures and import them directly into iPhoto by dragging them to the icon. If you are using a different computer, then save pictures to a USB. Import pictures in iPhoto. Edit pictures here before importing into imovie.

### Imovie.

Add pictures in order the order . Make them about 10 seconds long. Click on microphone and read your script. Adjust your picture to your words. Share –export using **Quicktime**. to the desktop.

### Putting on the Blog

You might need to iSquint your video to make it smaller. Upload your movie to the portal. Then insert in your blog.



# Sample Instruction List for 4th Grade

## Social Issue Book Trailer Story and Picture Outline Adapted from Stephen Oehler...

Name	Class
Write the sentences on this side for each section	Describe the type of picture that might best go with the sentence(s)
1 Sentence- Introduce the Social Issue Book with Title and Author.	
2-3 Sentences- Short summary of what the book is about.	
1-2 Sentence(s)- Describe the main social issue of the book.	
1-2 Sentence(s)-How was the problem solved or resolved.	
1 Sentence- Did you agree with the solution?	
1-2 Sentence- Why should someone else read this book?	



# Imovie Instructions.....

- All pictures into Iphoto
- Open imovie and click on camera to find pictures from iphoto
- Select all pictures and drag them to the project area
- Make each slide 14 seconds
- Click on each slide and add voice



# POWERPOINT EXAMPLES FOR MS AND HS

## Cicada Summer

<http://www.booktrailersforreaders.com/Cicada+Summer>

2:05 - Book Trailer by M.  
Harclerode.c2010 SchoolTube.  
Version

Summary of Cicada Summer  
by Andrea Beaty

*Twelve-year-old Lily,  
believing she could have  
prevented her brother's  
death,  
has quit speaking, but she  
sees everything, and when  
sly newcomer Tinny  
comes to town, Lily suddenly  
has a lot to talk about, if  
only she  
can make herself speak the  
words.*





# RUBRIC EXAMPLES

## THE INTERNET IS FULL...



Rubric for Book Trailers



Reading-Active-an... Assessment Rubric



BookTrailerRubric 2



BookTrailerRubric



BookTrailerRubric



## Book Trailer Rubric

	Exceeds Standard	Meets Standard	Needs Improvement	Comments/Feedback	
				Teacher	Peer
<b>Planning</b>					
Storyboard	Is easy to read. All elements are so clearly written, labeled or drawn so that another person could create the trailer. Is complete with sketches for each section, detailed notes about scenes, transitions, special effects, sound, etc.	Is easy to read. Most elements are clearly written, labeled or drawn so that another person might be able to create the trailer after asking one or two questions. Is complete with sketches and notes on scenes, transitions, special effects, sound, etc.	Is hard to read with rough drawings and labels. Would be difficult to create this trailer without asking a lot of questions. Has limited sketches and notes on titles, transitions, special effects, sound, etc.		
<b>Content Organization</b>					
Transitions	Information presented in a logical interesting sequence. Easy to follow. Ideas are connected with smooth, effective transitions.	Information presented in a logical sequence. Easy to follow. Ideas are connected with transitions.	Difficult to follow. Little to no sequence of information or ideas. Little or no evidence of transitions.		
Hook	Hooks are used throughout the whole trailer to build interest.	Includes a hook that grabs the attention of the audience.	No hook evident. <i>(For example, the trailer is just a collection of facts, or a summary of the book.)</i>		
True to Book	Conveys the mood, theme and setting of the book to create an emotional response through selection of events/details included. Provides enough information about the book to peak interest without giving away story line.	Reflects the mood, theme and setting of the book and includes important details. Provides enough information about the book to peak interest without giving away story line.	Tells too much of the story and/or includes details that are unimportant and/or misleading about the book.		



Persuasive	Audience wants to run out and read the book immediately.	Convinces audience that the book is worth reading.	Is not persuasive in convincing audience to read the book.		
Copyright	All photos, graphics and sound are either original or permission for use is documented.	All photos, graphics and sound are either original or permission for use is documented.	Little or no reference to copyright information for photos, graphics and music.		
<b>Production Quality</b>					
Graphics	Purposefully used to create an emotional response. ( <i>Example: An image that connects to audience's background knowledge to trigger emotion</i> ). They assist in presenting overall theme. Appeal to the audience and enhance trailer. Complement and work well with audio. Help to explain and reinforce key content.	Assist in presenting overall theme. Complement and work well with audio. Help to explain and reinforce key content.	Unrelated to the overall theme. Do not enhance the content of the trailer.		
Audio (Music/Sound/ Narration)	Clear and effectively assists in communicating theme, mood and setting. Aligns with graphics. Creative use of sound effects enhances the trailer ( <i>Example: Music or sound that connects to audience's background knowledge to trigger emotion</i> ) Narration is fluent and expressive with appropriate intonation.	Clear and assists in communicating theme, mood and setting. Kept in balance and does not overpower the primary audio. Narration is fluent and expressive with appropriate intonation.	Cut off and inconsistent. Insufficiently communicates the theme, mood, and setting. Narration is choppy, awkward and not practiced.		
Pacing	Fits the storyline and builds mood. Segments are just long enough to make each point clear.	Fits the storyline and moves at a steady pace, fast enough to hold audience interest and slow enough to tell the complete story.	Is either too long and does not advance the storyline or too quick to assist in telling the story.		



## Communication and Collaboration

Respectful and Courteous Communication	<p>Seeks others ideas and contributions.</p> <p>Keeps to topic of discussion</p> <p>Paraphrases and asks for clarification.</p> <p>Makes reasoning process clear (why he/she agrees or disagrees).</p> <p>Gives examples of evidence to support ideas.</p> <p>Invites comments on own views/ideas.</p> <p>Identifies how ideas of others have helped develop own understanding or completion of group's task.</p>	<p>Reasoning for agreement or disagreement sometimes confusing or unclear.</p> <p>Contributes ideas.</p> <p>Receives comments on own ideas in a comfortable way.</p> <p>Acknowledges contributions of others.</p> <p>Keeps to topic.</p> <p>Encourages others to contribute.</p>	<p>Criticizes ideas.</p> <p>Uses "put downs", inappropriate humor or sarcasm.</p> <p>Ideas presented are off topic.</p> <p>Interrupts others when speaking.</p>		
Build on the Contributions of Others	<p>Extends another's response/conclusion by adding further information.</p> <p>Asks for justification or elaboration of ideas.</p> <p>Integrates ideas.</p> <p>Offers different viewpoints on a topic.</p> <p>Speaks to both sides of an issue or topic.</p>	<p>Asks for explanation of ideas.</p> <p>Supports ideas of others.</p>	<p>Repeats own ideas.</p> <p>Adds ideas that are not related to the topic.</p>		
Working with Others  Contributes to Groups Effectiveness	<p>Stays focused on the task and what needs to be done.</p> <p>Assumes responsibility for completing assignments.</p> <p>Completes assignments on time.</p> <p>Reflects on contribution to the group and identifies areas for self improvement and group contribution.</p>	<p>Accepts responsibility for competing tasks.</p> <p>Needs reminders to complete assignments.</p> <p>Sometimes distracted but is able to get refocused with gentle reminder from group member.</p> <p>Asks for help when needed.</p> <p>Offers procedures and ideas on how to complete the given task.</p>	<p>Reluctant group participant.</p> <p>Actions distract from group's progress.</p> <p>Uncomfortable with sharing ideas in a large.</p> <p>Easily distracted from task at hand.</p>		



**Copyright: Your book trailer must adhere to copyright laws. All work must be original or permission must have been obtained for borrowed images and/or music.**

### **Hook**

Has opening hook that draws in the audience.

Opening is somewhat engaging.

Opening is conventional.

Opening is vague and unfocused or distracting.

### **Body**

Tells enough to make the story interesting, but doesn't give away the ending. Is true to the book. All details chosen enhance the mood and purpose.

Tells enough to make the story interesting but doesn't give away the ending. Is true to the book. Most details enhance the mood and purpose.

Attempts to include details that make the story interesting but does not convey the essence of the book.

Tells too much of the story and/or includes details that are unimportant and/or misleading about the essence of the book.

### **Conclusion**

Uses a conclusion that makes us want to read the book.

Conclusion is satisfying but not tantalizing.

Conclusion is conventional.

Conclusion is anti-climactic.

### **Audiotrack**

(Music and/or narration)

Audiotrack stirs a rich emotional response. Consistency in presentation.

Audiotrack stirs an emotional response. Consistency in presentation.

Audiotrack at times stirs an emotional response, but is not consistently effective.

Audiotrack is distracting and/or used inappropriately.

### **Technical Expertise**

Proficient use of chosen technology that enhances the mood and purpose.

Adequate use of technology that attempts to convey the mood and purpose.

Some technical difficulties that at times may detract from the mood and purpose.

Many technical difficulties **and/or** use of technology that detracts from mood and purpose.

### **Economy**

Sequential composition; succinct; images create an atmosphere and/or tone, and may communicate symbolism and/or metaphors.

Adheres to time limit –

3 minute maximum.

Sequential composition; succinct; images create an atmosphere and/or tone. Adheres to time limit.

Sequential composition; images are controlled/logical, but do not create a consistent atmosphere/tone. Adheres to time limit.

Composition is NOT sequential **and/or** does not adhere to time limit.

Example from  
Broward County, FL



**Book Trailer Rubric**  
[www.booktrailermanual.com](http://www.booktrailermanual.com)

	1	2	3	4
Visuals- images or video	Inappropriate, weak or missing	Somewhat appropriate, some placed well in time line	Appropriate and well-placed in time line	Unexpected, interesting, used in unique ways.
Visuals-text	Inappropriate, weak or missing text; poor grammar or spelling; poorly placed in time line.	Somewhat appropriate and effective; some placed well in time line	Appropriate and well-placed in time line. Complements other elements; no grammar or spelling errors.	Unexpected, Interesting; used in unique ways.
Voice-over (VO)	Inappropriate, weak or missing; appropriate volume.	Somewhat appropriate content, volume, or execution.	Smooth, clear and appropriate content, volume or execution.	Unexpected, interesting and used in unique ways
Music	Inappropriate, weak or missing.	Somewhat appropriate in content, volume, tempo or tone.	Appropriate in content, volume, tempo, or tone.	Unexpected and interesting content, volume, tempo or tone; used in unique ways
Sound Effects	Inappropriate, weak or missing	Somewhat appropriate in content, volume, tempo or tone.	Appropriate in content, volume, tempo, or tone.	Unexpected and interesting content, volume, tempo and tone; used in unique ways



**Book Trailer Rubric**  
[www.booktrailermanual.com](http://www.booktrailermanual.com)

Originality of idea/concept	Inappropriate, ineffective, weak or cliched.	Somewhat appropriate and effective, but overall inappropriate, ineffective, weak or cliched.	Strong, interesting, effective, but not unexpected or unique.	Unexpected and interesting content, used in unique ways
Appropriate for Book	Little or no relationship to the book.	Some relationship to book, but ineffective.	Clearly evokes the book.	Unexpected, interesting and unique.
Tone	Little or no relationship to the book.	Some relationship to tone of book.	Tone matches the tone of the book.	Unexpected, interesting and unique ways to evoke book's tone
Length & Pacing	Too long or too short; poorly edited. Poor pacing, staying too long or too short on one section.	Length is almost effective, but is somewhat too long or short. Pacing is somewhat effective.	Length is appropriate for audience and format. Effective pacing.	Unexpected, interesting and unique length and pacing.

## **BOOK TRAILERS IN THE LIBRARY**

AAIM 2011 Conference  
c. Darcy Pattison  
[darcypattison.com](http://darcypattison.com)  
[booktrailermanual.com](http://booktrailermanual.com)  
[darcy@darcypattison.com](mailto:darcy@darcypattison.com)



# MAKE AND TAKE TIME

- Make a book trailer to advertise books
- download book covers from memory sticks and place in a folder on desktop (SLN... use graphics from Server
- Mac-drag to iphoto, for internet programs like Animoto or Powerpoint leave on Desktop.
- Drag photos into Imovie or other slide program.
- Write script to go along with pictures.
- Record voice. Add in transitions. Present!