

Video Book Trailer

What is a book trailer? A "trailer" is a brief video synopsis of a book or movie, designed to entice viewers to see or read the entire work. Think of it as a commercial for the book. Your job is to create a book trailer for the book.

Assignment Description: You are to create a video book trailer for *Animal Farm*. Your book trailer should include:

- brief introduction to setting, main characters
 - Who is the main character? Where does the story take place?
- brief synopsis of story
 - What is the problem the main characters are trying to solve?
- use of at least 6 images, including one being an image of the book cover
- use of at least 5 brief text slides, including one being the title and author of the book
- background music
- editing needs to include transitions and animation
- overall time of trailer (1-2 min)

Book Trailer Guidelines:

- Beginning – include one or two slides to grab readers' attention
- Middle – include quotes from book and/or slides about the story's action/highlights
- End – teasers/questions that leave reader wanting to read book/wondering what happens (don't give away the ending)

Resources:

To create your video, use free sites like WeVideo.com or Animoto.com. Other options include Windows Movie Maker or iMovie.

For images, simply using Google images is a great way to find great images related to the book.

For help with sounds, use the following sites: <http://www.grsites.com/sounds/> or <http://www.freesound.org/index.php>. These have free sound effects to use in your trailer.

If you want to include your own voice as an audio component, use the free open source program [Audacity](http://audacity.sourceforge.net/) (<http://audacity.sourceforge.net/>), supplementing your own scripted voice-overs with background music and other sounds. There are also a number of great apps on your phone that can also be used, too.

For music to be used in the background, you can use www.youtube-mp3.org to download free music off of a YouTube music video.

Video Book Trailer rubric

Name: _____

Date: _____

Synopsis of the Book – How well does your trailer provide an idea of what the book is about? Is the main character and the setting clearly stated? (10pts)

0 2 4 6 8 10 _____

Text – Do you have at least 5 brief text slides, including one being the title and author of the book? Is your text proofread? (10pts)

0 2 4 6 8 10 _____

Editing – How professionally put together is your trailer? Well organized? How smooth are your transitions? How well does your video flow? Did you effectively animate your visuals? (10pts)

0 2 4 6 8 10 _____

Audio – Do you have an audio component (background music, sound effects, or your voice) in your trailer? Is it appropriate for the message of your trailer? Does it distract the viewer or take away from the purpose of your trailer? (5 pts)

0 1 2 3 4 5 _____

Visuals – How well do you use still images in your trailer? Do you have at least 6 images, including one being the cover of the book? Do they help us understand what the book is about? Are they appropriate for the message you are trying to portray? (10 pts)

0 2 4 6 8 10 _____

Organization – Does your trailer have a hook at the beginning and a teaser at the end? How well organized are the images and information in your trailer? (5pts)

0 1 2 3 4 5 _____

TOTAL: _____/50