ReadBox Project
-Book Trailer-

Have you just found a great English book to read? There's no need to write a standard book report or do a test on your book afterwards. I'm not a fan of book reports; since you can copy them straight from the internet. There are other effective ways for a student to demonstrate understanding of a book they have just read. My main goal is that students enjoy and appreciate reading. I think there are alternative assignments that allow you to show understanding of a book and that might be a lot more enjoyable than writing a book report: Let's start using technology !

‣ The Book Trailer process

I am looking for a 21st century visual form of a book report; you are going to use your creativity, critical thinking, communication and collaboration (if you want to work with a classmate). The purpose of the digital product is just like the purpose of a film trailer; to make someone want to read your chosen book. It is a great way to get readers engaged with the material you are reading in a modern and creative way. Try to keep your audience in mind: you want your classmates to read your chosen book.

This assignment allows you to produce something for an audience, not just for the teacher as a class assignment, never to be revisited. Let's utilise technology to inspire reading, and learning beyond the walls of the classroom !

First let's watch the following Prezi presentation on **How to make a book trailer**. The credits for this Prezi go to M. Harclerode at **www.booktrailersforreaders.com**.

There are a few stages you need to take:

Stage 1:   Preparation

Step one: The reading process: Choose the right book; one you love.

See the Third trimester introduction booklet if you need help in choosing the right book.

Decide on a book that you would like to read and recommend to your classmates. Check it with your teacher and fill in the book form *(Book Form - Appendix VIII)* Don't forget to fill in the Reading Log. *(Reading Log - Appendix III)*

Step two: Read the book, gather information, make a mind map.

Your goal is to persuade others: This is the book to read !

In order to do so you have to read the book first. When reading with an assignment in mind, the reading is not a passive, but an active exercise. And to engage with your reading and to learn from it, it is best to take notes in your own words as you go along. In this way you will actively learn. At the end of each chapter write a new bullet points that summarise what you have read. Try to make it personal if you can. Does it relate to your own life ? Write down anything that strikes you as interesting. Also write down any questions you might have. Later on you will go through these summaries as you will decide what to include in your trailer and what not. So take notes on your iPad while reading. Keep your notes well-organised, so you can easily find them later on in the process. You could use colours to highlight important keywords in your notes. This also makes it easier to transfer your notes into a mind map later on. Use your Notes form *(Notes - Appendix VI).*

Analyse the book: What is so good about it ? Why have you chosen this book ? What makes this book so interesting for you as a reader ? Brainstorm and make a mind map. Use words and images that describe the story and parts you want to tell. Connect and contextualise ideas you have; they will help you to develop your understanding on your chosen book. A good mind map will save you a lot of work later on, when making the actual book trailer.

Tip: You could use the **Mindmeister** App or **Mindjet Maps** for iPad.

When you come across unfamiliar vocabulary, add them to the Vocabulary Notebook and build new vocabulary while reading. ***(Vocabulary Notebook - Appendix V)***

Also do some background information on your book: Find out more information on the book. Gather and add further resources (links, websites, films, etc.) about the setting, characters, topic, author etc. This information will help you to understand the book.

Send your mind map to your teacher before moving on to the next step !

Step three: Watch other trailers in order to get ideas for your own book trailer.

Go to YouTube and search for 'book trailers' or go to M. Harclerode's website **www.booktrailersforreaders.com**. Also explore other book trailer sites. Watch some of these trailers. Study the narration of the trailers you like. Take notes on images, music, voice, pacing. Which clever tricks do you want to use in your trailer ? Also have a look at the book trailer rubric in order to know you know what your teacher expects from you.

Talk to your teacher about the trailer ideas that you have before moving on to the next step.

Step four: Write a first draft for your book trailer.

Now that you have watched other trailers, you may already have formed an idea on what you want your own book trailer to look like.

Have another look at the notes and the mind map you made in step 2. Write a first draft for your book trailer, take notes on impressions, the feeling of the book, important points. Highlight why your classmates would like/ benefit from reading it.

Please note that he book trailer you are about to make should be between 90 seconds and 3 minutes.

Step five: Create a storyboard. Gather images. Write your text.

Create a storyboard, using your first draft from step four. Look back at your brainstorming list and mind map. Sketch out some ideas for your trailer. Write some of the text and search for pictures you would like to use. Use your own photos or search the internet for 'royal-free photos'. Use lots of pictures, but make sure they fit your story. Please keep the copyright in mind when creating a book trailer; when in doubt have a look at the Creative Commons site. It is best to use the Search Creative Commons site. You can use Flickr or Google within this site.

Tip: Get BIG pictures (640 by 48), reuse copyright free pictures and click & save picture on full size to folder.

If you need extra help (How to write a script/ How to create a storyboard etc.) you can find courses and materials on digital storytelling on iTunesU. It is worth a look !

Show the storyboard to your teacher before moving on to the next stage !

Stage 2:   The actual product: The making of your very own book trailer.

There are many approaches as to creating a book trailer. The book trailers will be presented in class, but can also be put onto the ReadBox site – to be shared with others beyond the classroom. This is why using copyright pictures is so important. You are going to produce a real product for a real audience audience, not just for your teacher as a class assignment.

Step one: Audio - narrate your pictures.

Have another look at your finished storyboard. Decide whether you want to narrate your book trailer or use music. Perhaps you would like to use both. Again, it is best to use the Search Creative Commons site. Search the site for 'royalty-free production music'. Be aware that using that really cool pop song by your favourite singer is probably copyright infringement !

Tips:

When using an iPad there are a number of great Apps you can use; including iMovie, Animoto for Education, PhotoPeach. First check whether it's a free version ! You could use the Storyboard App, or Haiku Deck, Puppet pals. Even Keynote can be used. You can also use Windows Movie Maker, but do not forget to export your final product as an .mp4 file.

If you need extra help (How to write a script/ How to create a storyboard etc.) you can find courses and materials on digital storytelling on iTunesU. It is worth a look !

**Step two: The Script: matching script to pictures.**

You will want to grab your viewer's attention with a great quote, question, or statement. You want to hook your audience. Get people excited about your chosen book; try to grab their attention with the first frame. Be creative !

When using [iMovie](#), you can easily find sound and transition effects (transitions, sound, colouring, visual effects etc.) you might want to use. Go frame-by-frame and match your pictures to your music or narration. Add titles either on the image slides. Use slides that tell the story you want to tell about the book… just enough to trigger other people into reading your book ! And do not forget to use your own name, class and the ReadBox Project on the first and last slides.

Introduce characters and action, without giving away any plot twists. This is where you are going to use your notes from stage 1. You are going to focus on analysis. Use your key bullet points from the book. What can you say about the main characters ? What can you say about the story? What can you say the setting ? What made this book worth reading? You can give a sentence or two of context, but do not overdo it.

Now use the photos that you found in stage 1 - step 5 to include in the book trailer or take your own photos. Look at your script and plot out images that would match your text. You don't necessarily need to use video. iMovie, for example, has a lot of special effects you can use. So you can add still photographs with an effect layered onto them (like slowly zooming in).

When you have come to the end of your book trailer, you want to have cliffhanger that leaves viewers curious; an ending that will motivate your classmates to read your book. Make your trailer inspiring by using humour or suspense. End your trailer by importing the image of the cover of the book with a catchy phrase. And do not forget to add your name, class and the ReadBox Project. Remember not to give away your ending ! You want to leave them in suspense; you want them to read your book. So end strong !
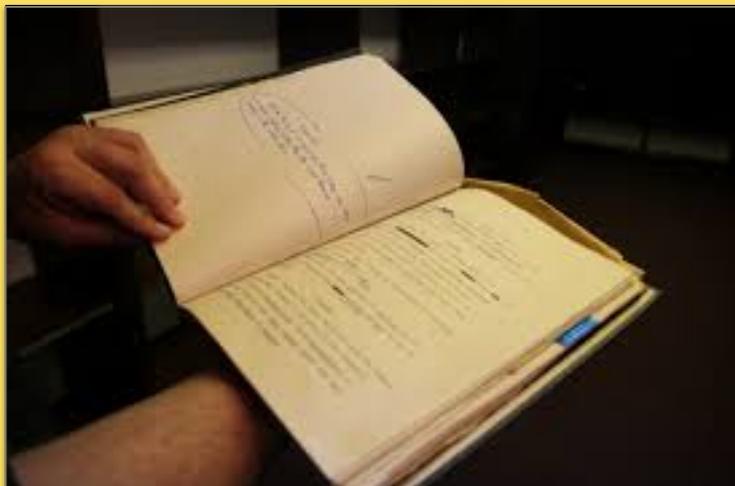
Requirements

You will be graded on completion of the book trailer and fulfilment of all requirements listed below. Please note that your teacher may regularly ask you to share your project. This gives your teacher the ability to look at your work and send you helpful feedback.

Your book trailer must contain at least the following, but may contain more:

A. **Content organisation, text, transitions -** Make sure your book trailer has a deeper meaning and reflects the book. Reveal just enough of the plot to make the viewer wants to read the book. Use effective transitions.   (10 pts)

B. **Images/ graphics** - Use carefully chosen images/ graphics that complement the book. Do not forget to use an image of the book cover, including the title of the book and the author's name.   (10 pts)

C. **Audio (music/sound/narration) -** The audio should effectively support the text and images/ graphics used. Narration is fluent. Pay attention to intonation.   (10 pts)

D. **Copyright** - All images, graphics and audio are original or have been looked up on the Search Creative Commons site or have been cited properly.   (10 pts)

E. **Creativity** - Create an original product that is appealing and engaging to the audience. Use your imagination.   (10 pts)

F. **Hooks** - Use hooks throughout the trailer to build the viewer's interest.   (10 pts)

G. **Persuasiveness** - You want the viewer to read the book immediately, so try to convince them.   (10 pts)

H. **Length/ Pacing** - The book trailer is between 90 seconds and three minutes long. (10 pts)

I. **Conventions CUPS** - spelling, grammar, punctuation, capitalisation, complete sentences, sentence structure etc.   (10 pts)

J. **Quality of work: Organisation & Neatness** - The product looks attractive. The product contains the following elements: the title of the book trailer, author's name, publisher, book cover, student's name and grade.   (10 pts)

_____ *Total 100 points.*

Here are some tips:

‣ Don't use too much text (script) on the slides.

‣ Set the moods and convey the 'feeling' of the book.

‣ Length of the book trailer is important. Don't make it too long or too short, but enough to give a quick 'look' of the book. Look at the concept behind the story; don't focus on the details of the book. Music and sound is essential.

‣ Does the trailer flow; does it make sense – not too much script on one picture, did you end strong with a catchy phrase

‣ Please remember to finish the trailer by citing your sources for the image and sound files in the credits of your trailer also adding the author of the book.

‣ Do not forget to check your book trailer on the whiteboard now and then to make sure the quality is excellent.

‣ Let other classmates, friends and even parents have a look and give feedback on your book trailer. It will improve your product in the end.

‣ For a 30-second long trailer, you will need about 10 pictures and 10 sentences (Use the movie rule -> short sentences – 1 picture, long sentences – 2 to 3 pictures)

‣ Don't forget to give your trailer a name, and your own name as a director when saving it. And remember to make a copy of the trailer ! You never know….

Please note that your **book recommendation should be between 90 seconds and 3 minutes.**

DO <u>NOT</u> USE ORIGINAL FILM MATERIAL; THINK OF COPYRIGHTS !!