

**LESSON PLAN 57 : BOOK TRAILERS**

**Objective:** Students show their understanding of a book by creating a multimedia review

**Age range:** 8-17

**WHAT IS A BOOK TRAILER?**

It's a multimedia presentation about a book. Publishers use them to advertise their latest publications (much the same as a movie trailer) – but teachers can use them, too.

**USING THEM IN CLASS**

Book trailers are a great way to combine ICT skills with the reading and understanding of a new book. Trailers provide a record of students' reading and technology, specifically requiring them to:

- show their interpretation of the story through the creation of their own 'review'
- use multimedia and presentation software tools

The end results can be used for assessment and revision, or added to a class blog for others to watch and comment on.

**YOU WILL NEED**

A book to read, movie editing program, access to images and music (if required).

**DEVELOPING SKILLS**

Reading, writing, literacy comprehension, editing, presentation, general computer skills.

**METHOD**

1. Pick and read a book.
2. Watch other trailers to get some hints and ideas.
3. Make a storyboard of your trailer (including images and dialogue/ text).
4. Find the images you want to use to tell the story of your book.
5. Open your movie editor and create your trailer – import and place title, text, images, narration, music, and so on.
6. Review your trailer – does it flow and make sense?
7. Edit and revise as required.
8. Present your book trailer.

**USEFUL WEBSITES ON BOOK TRAILERS**

**Book Trailers for Readers** ([www.booktrailersforreaders.com](http://www.booktrailersforreaders.com)) introduces and explains the concept of book trailers, and provides handy hints for creating your own.



**Movies for Literacy** ([fizurl.com/moviesforlit](http://fizurl.com/moviesforlit)) is a collection of short book trailers designed to increase student motivation to read.

**Digital Book Talk** ([digitalbooktalk.com](http://digitalbooktalk.com)) has trailers created by undergrads at the University of Central Florida that are meant to encourage reluctant readers to find and read books.



How to make a book trailer ([fizurl.com/makeatrailer](http://fizurl.com/makeatrailer)) is a great presentation on what you need to do to create book trailers.



**MOVIE EDITING SOFTWARE**

There are a number of video editing programs that can be used to create a book trailer. Obvious choices are ones like Windows Movie Maker and Apple iMovie. However, any number can do the job. Check out the editing tools in last issue's 10 for Teachers. Alternatively you could use simpler multimedia presentation packages like Photo Story, Bookr or Prezi, even PowerPoint.

**Prezi** ([prezi.com](http://prezi.com)) is a dynamic presentation tool that lets you zoom in and out across a large area (no slides), create motion paths, embed images and video, and more.



**Bookr** ([pimpampum.net/bookr/](http://pimpampum.net/bookr/)) creates picture story books using images from Flickr. It's extremely simple to use and would be a good option for juniors.

**AND IF YOU'RE STILL NOT CONVINCED ABOUT BOOK TRAILERS ...**

Research published in *Digital booktalk: Digital media for reluctant readers* ([fizurl.com/booktalk](http://fizurl.com/booktalk)) demonstrates increased student engagement and performance as a result of creating a book trailer with teacher support.