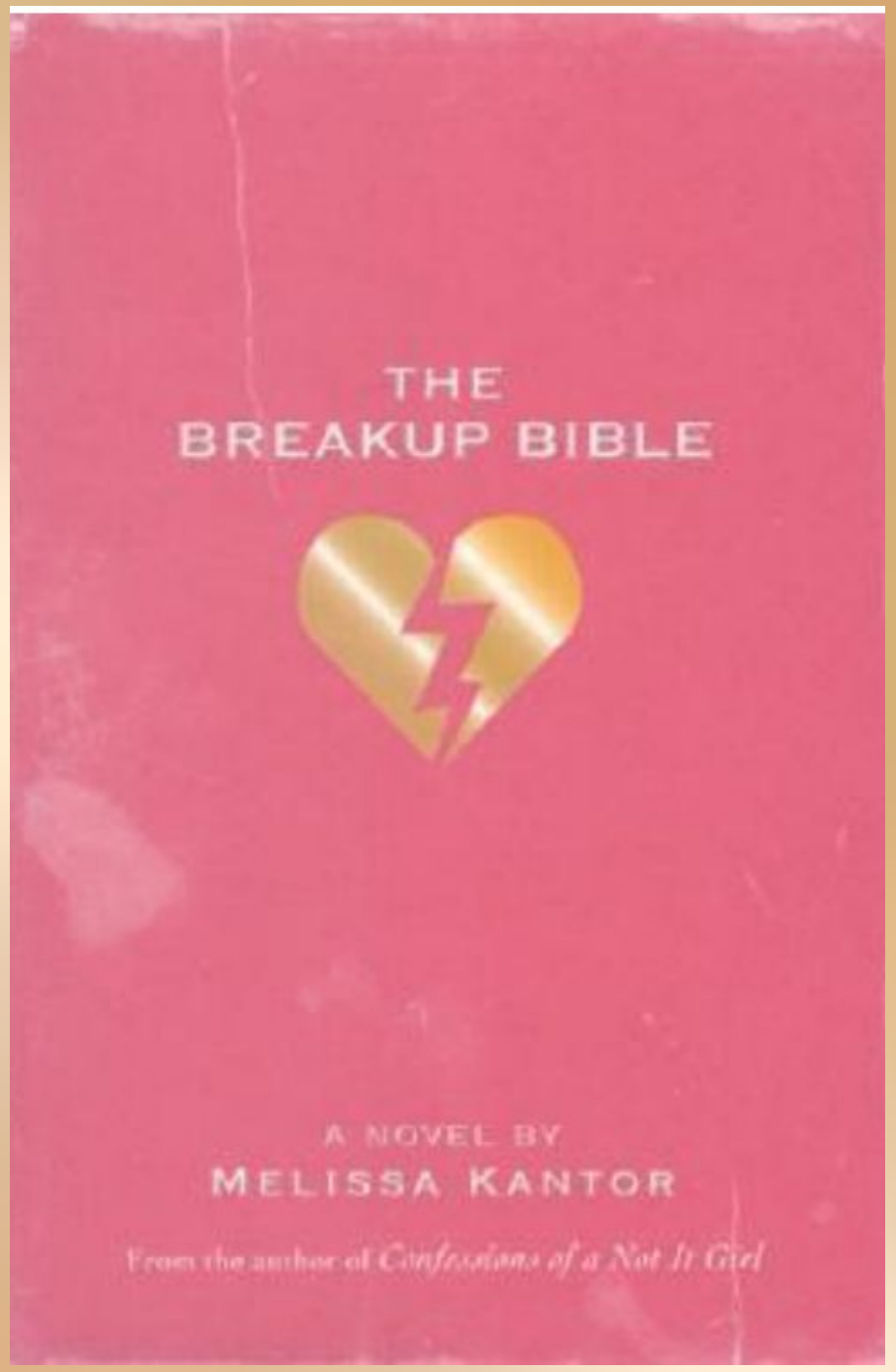
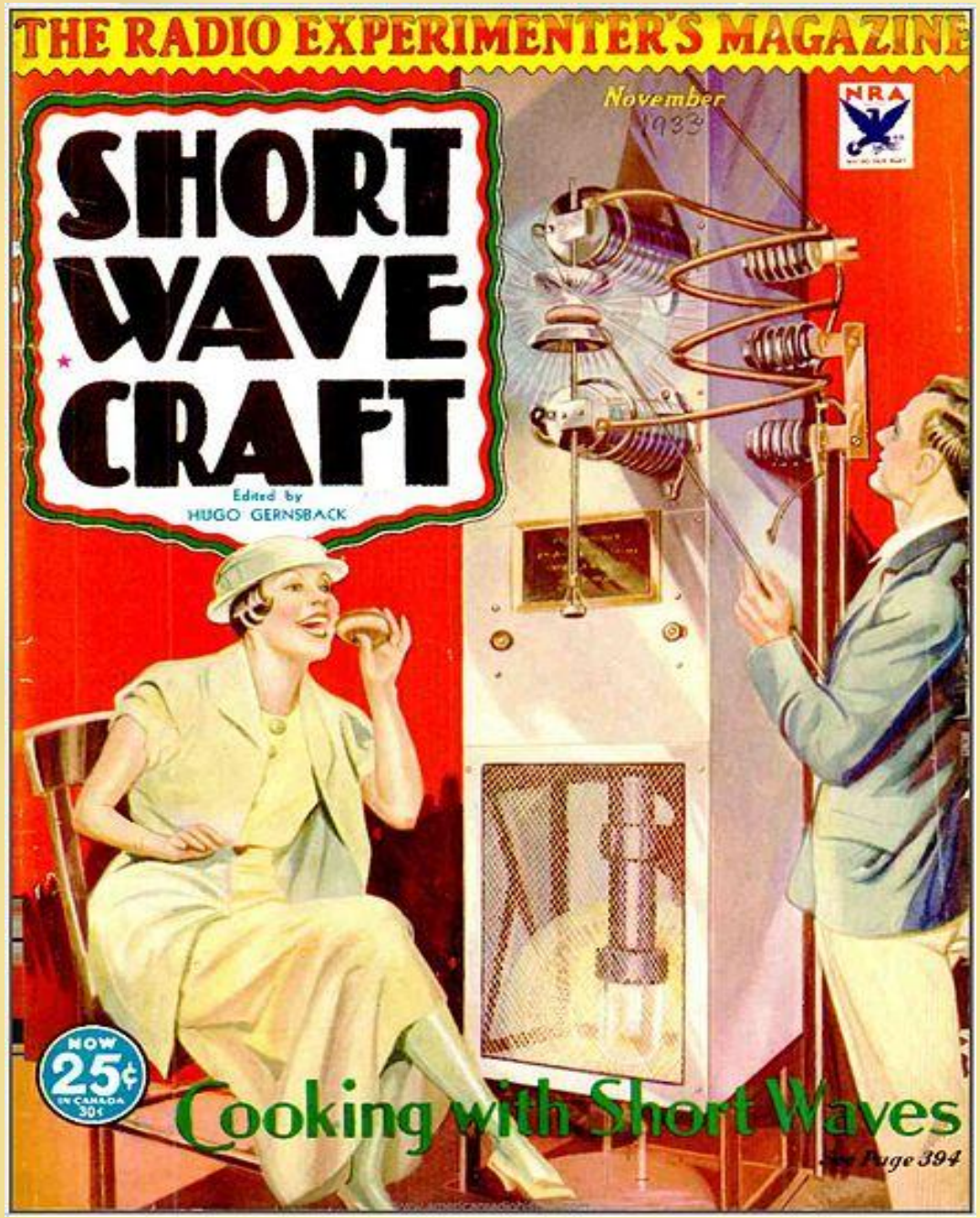
If You Build It...

Understanding the process of book trailers


THE
BREAKUP BIBLE
A NOVEL BY
MELISSA KANTOR
From the author of Confessions of a Not It Girl

Key Components

https://commons.wikimedia.org/wiki/File:The_Ladies%27_home_journal_(1948)_(14764892831).jpg



https://commons.wikimedia.org/wiki/File:Cooking_with_radio_waves_-_Short_Wave_Craft_Nov_1933_cover.jpg

Key Components

Imagination

Key Components

Movie Programs

https://commons.wikimedia.org/wiki/File:HouseOfDracula004.png

Key Components

Creative Commons

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Before You Create...

https://www.flickr.com/photos/notionscapital/2744489459

Different Types of Trailers

Professional trailers that look like movies

Different Types of Trailers

Narrated Trailers

Different Types of Trailers

Trailers with Text

1. Find a book

2. Make a list

https://en.wikipedia.org/wiki/Raygun#/media/File:Amazing_stories_193401.jpg

Voice

https://commons.wikimedia.org/wiki/File:Junior_comic_book_16.jpg

Objects

Public domain

Color

https://www.flickr.com/photos/x-ray_delta_one/3949834600/

Symbolism

THE SATURDAY EVENING POST
April 29, 1950
MOTHER'S DAY — SUNDAY, MAY 14TH
Whitman's
Sampler
CHOCOLATES & CONFECT
The World-Famous
SAMPLER
1 lb. $2.00 2 lbs. 4.00
Note: All Whitman's
packaged candies have
been beautifully decorat-
ed for Mother's Day.
REMEMBER THE ONE
WHO NEVER FORGETS
Yes, this is the day, among the 365, to turn the tables on
Mother. It's the day to think first of the one who thinks
first of us, all year and all the years. You love her the most,
so give her the best. Give her Whitman's!
Whitman's
CHOCOLATES
A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

Font

https://upload.wikimedia.org/wikipedia/commons/7/75/Fantastic_fonts.jpg

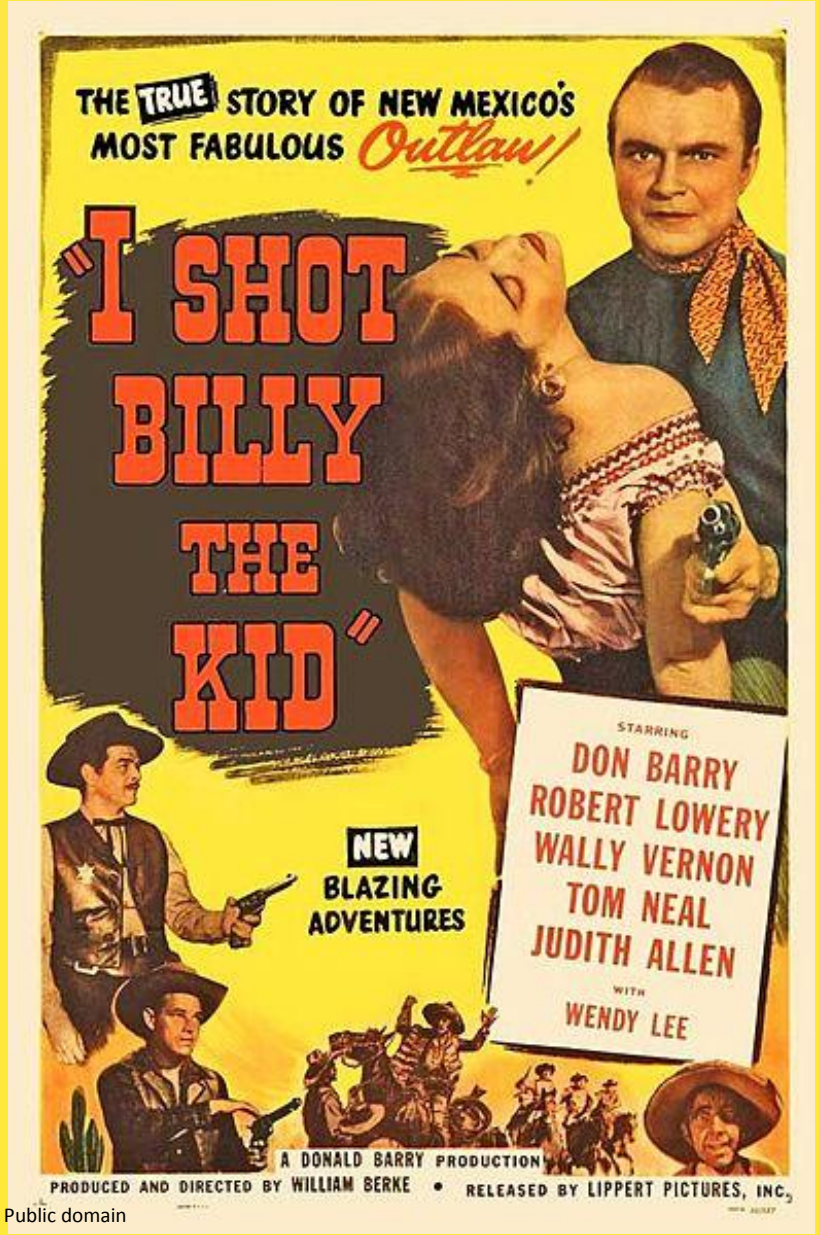
Places

https://commons.wikimedia.org/wiki/File:Fairfield_Beach,_Connecticut_Postcard_1930s_or_1940s.jpg

Emotions

https://commons.wikimedia.org/wiki/File:Tastee_Freez,_Cartoon_(NBY_7616).jpg

Personality



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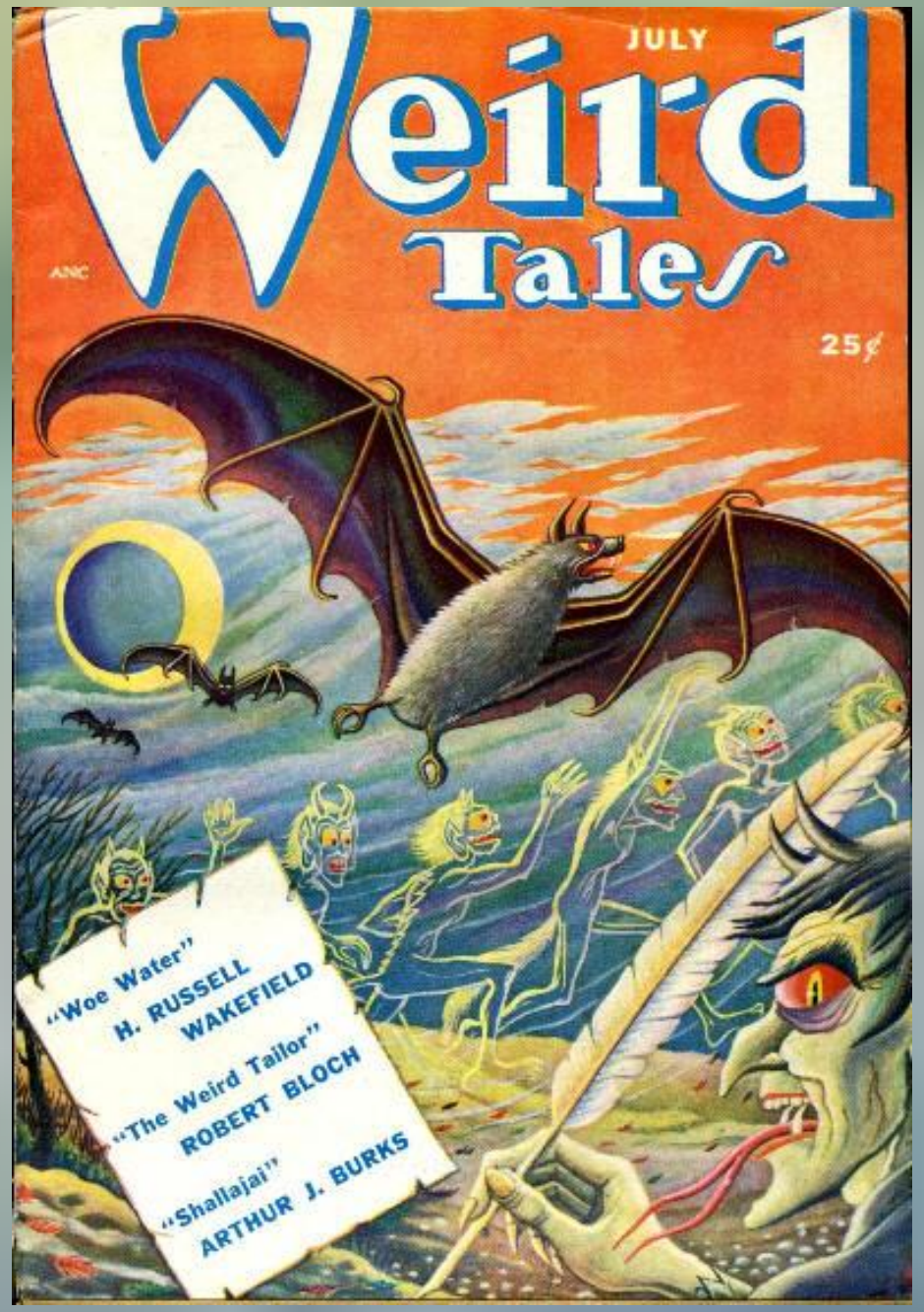
Rules to Writing



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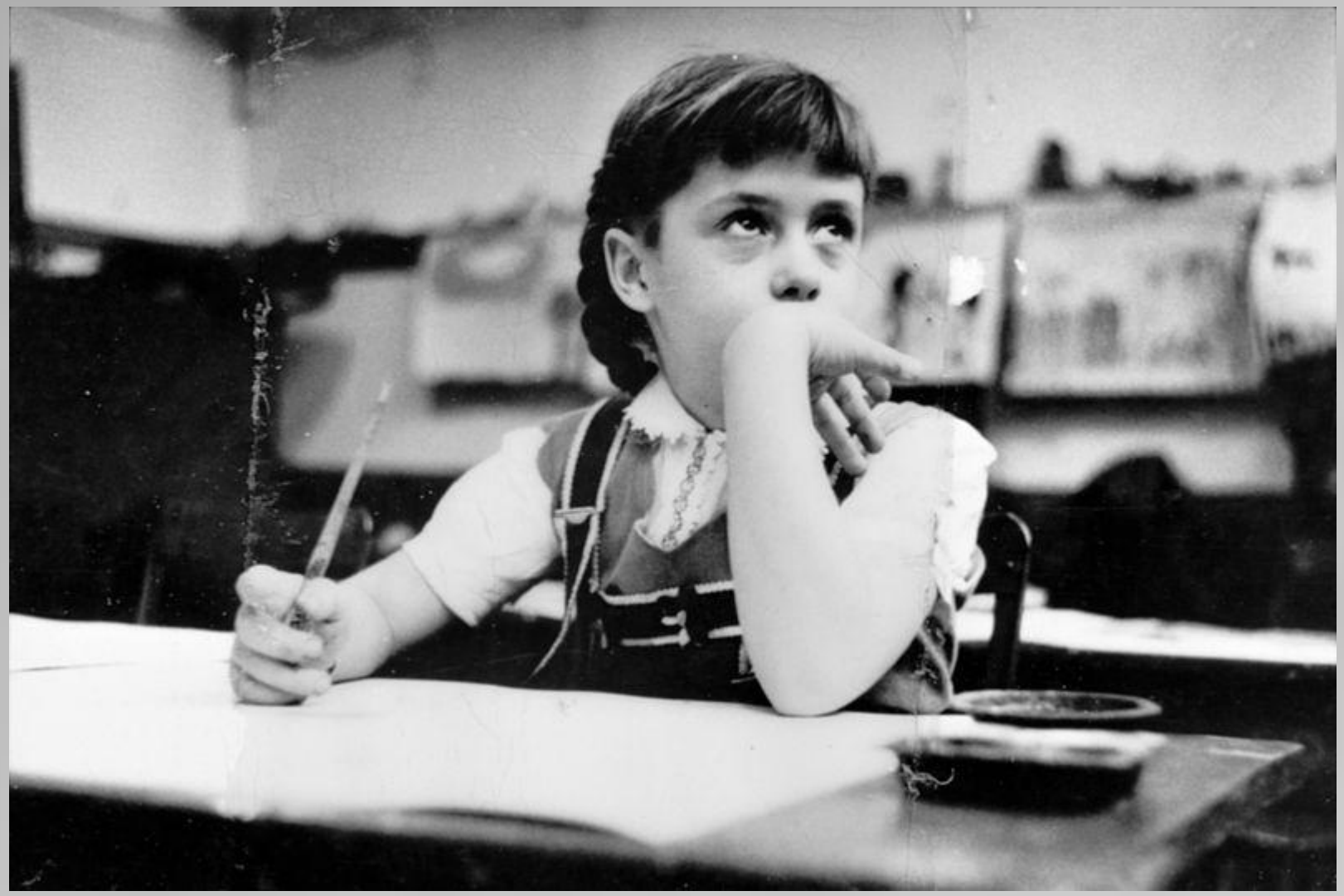
Write like you're telling a story...

https://www.flickr.com/photos/newmundane/6311364236/

Leave some spaces blank...let the images tell the story



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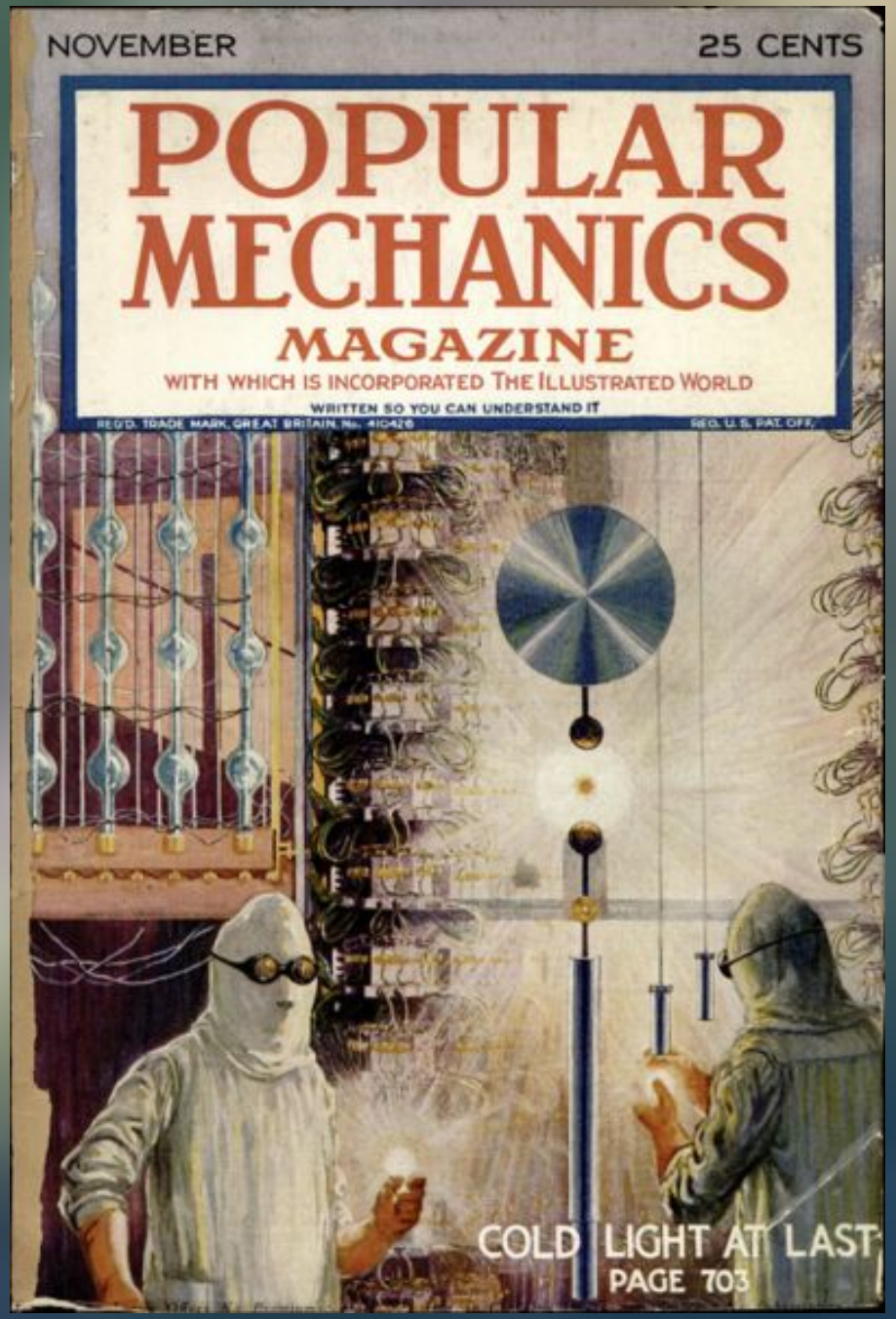
Too many words will lose your audience!

Plan It Before You Build It...

With Rubrics!!



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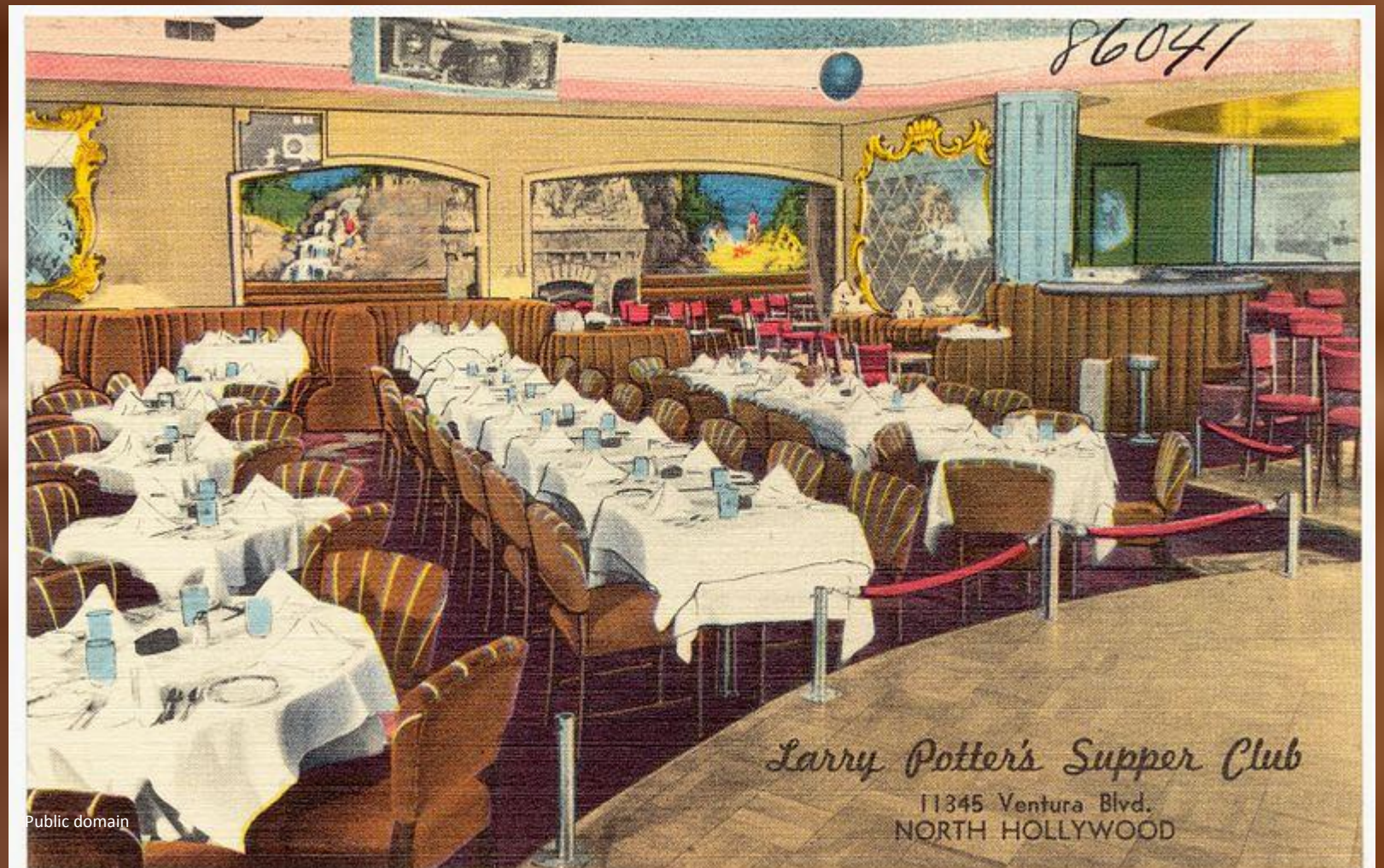
[Plan a Better iMovie Trailer with These PDFs — Learning in Hand with Tony Vincent]

Other Details to Make Your Trailer Audacious



Cliffhanger ending

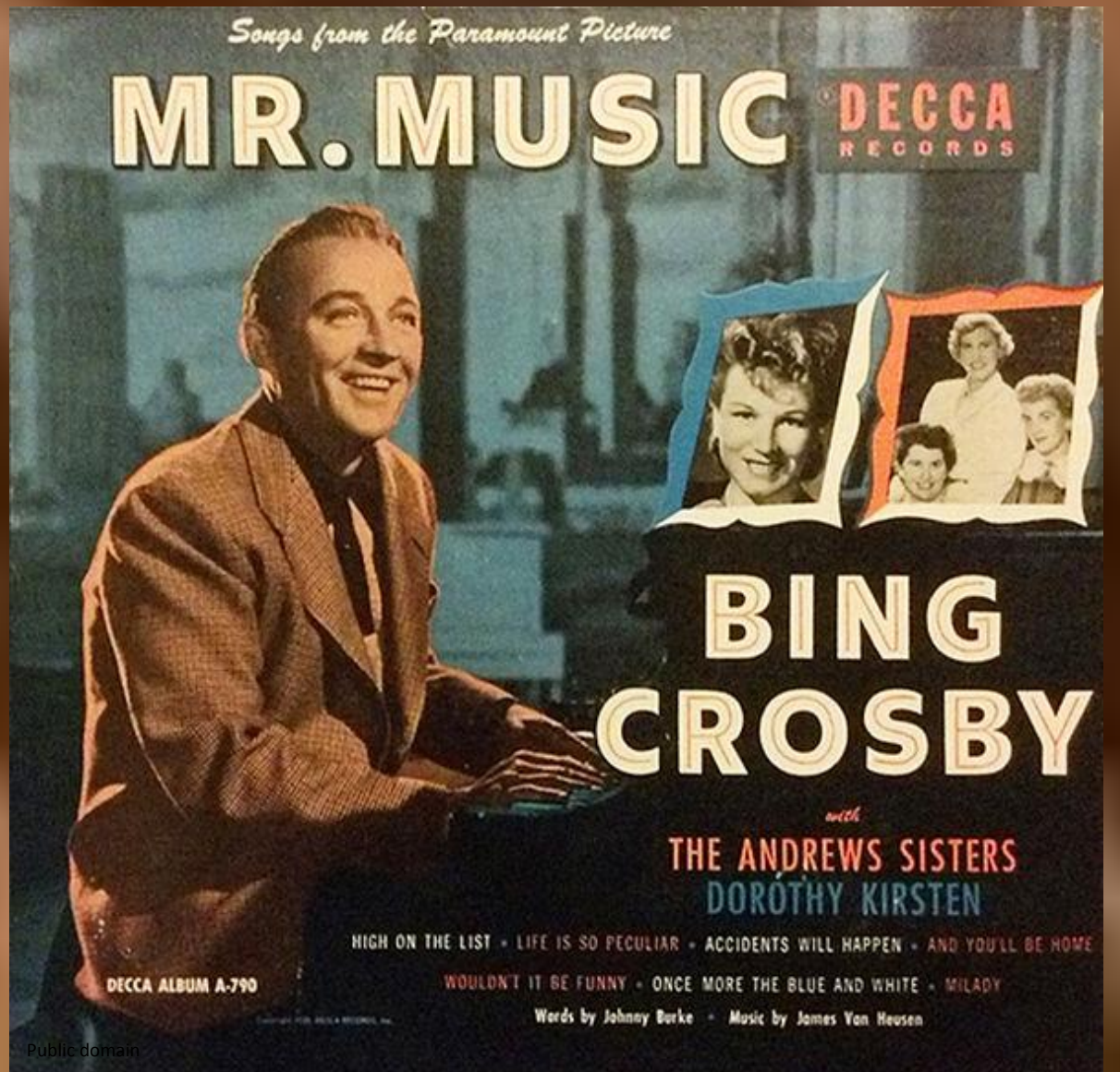
Public domain

File:Travel Trailer and Ford Truck, Glacier National Park 1960s.jpg - Wikimedia Commons

Keep the trailer short

Use different points of view

Adding Images, Music and Video Through Creative Commons



Public domain

Google and Creative Commons: To Ctr/C or Not to Ctr/C

Five Steps to Responsibly Search for Images in Google

Five seconds that could change your life!

Creative Commons Friendly Sites

http://hdl.loc.gov/loc.pnp/mrg.04645

Creative Commons Friendly Music

Creative Commons Friendly

Images

Creative Commons Friendly Video

Tools to Create Book Trailers

Public domain

Online Sites

Webtools for digital storytelling

Online Resource Links

Images: http://list.ly/list/hhh-creative-commons-friendly- for-digital-projects-images

Video: http://list.ly/list/hhm-creative-commons-tools- for-digital-projects-videos

Music: http://list.ly/list/hhn-creative-commons-tools- for-digital-projects-music

Editing Tools: http://list.ly/list/hi0-creative-commons-tools- for-digital-projects-edit-tools

Video creators: http://list.ly/list/lGk-ten-webtools-for-digital- storytelling-and-book-trailers

Comprehensive Book Trailer site: http://www.symbaloo.com/home/mix/booktrailerresources

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STAY CURIOUS.

Thank You!

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