

# If You Build It...

Understanding  
the process of  
book trailers



THE  
BREAKUP BIBLE



A NOVEL BY  
MELISSA KANTOR

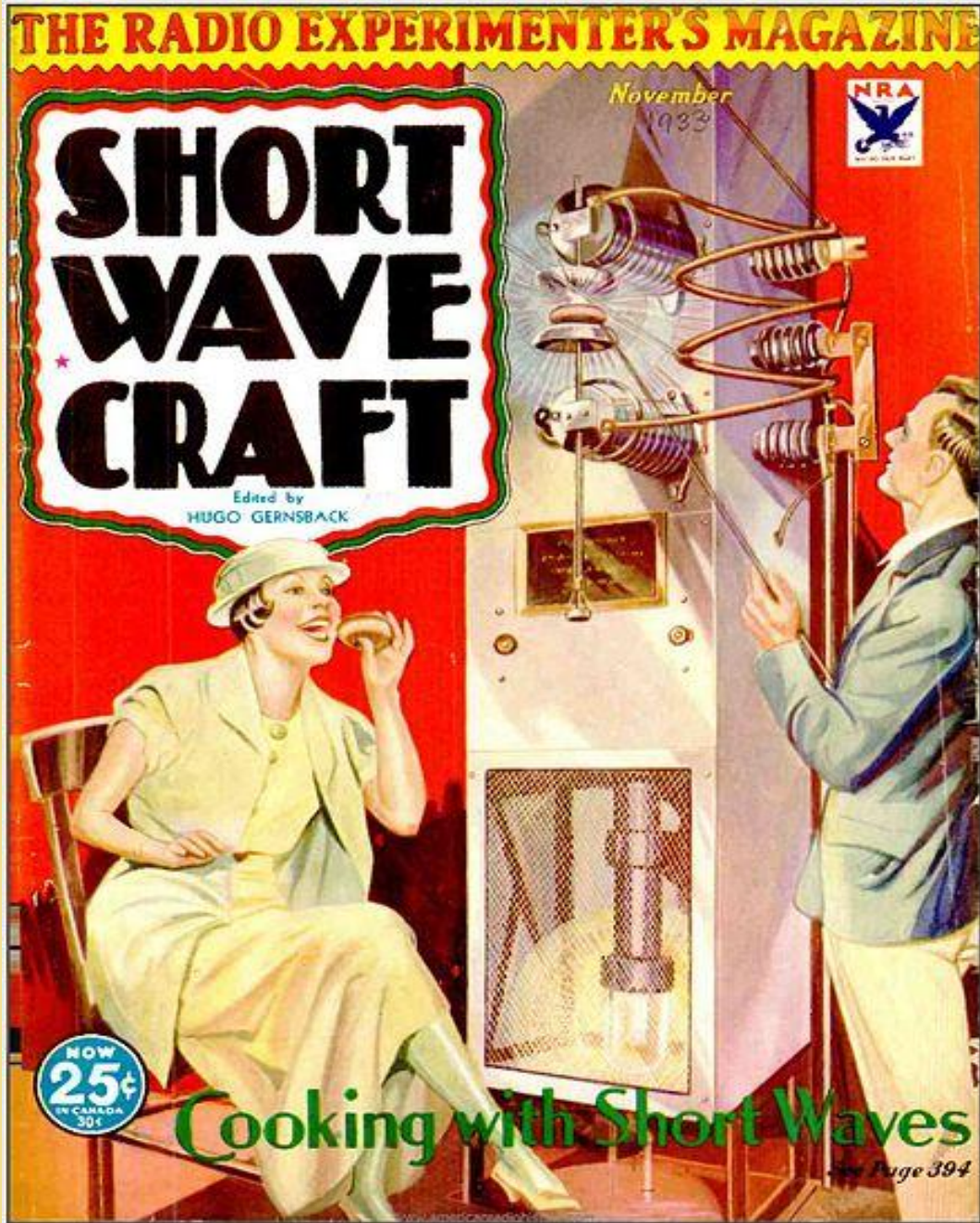
From the author of *Confessions of a Not-It Girl*

# Key Components



[https://commons.wikimedia.org/wiki/File:The\\_Ladies%27\\_home\\_journal\\_\(1948\)\\_\(14764892831\).jpg](https://commons.wikimedia.org/wiki/File:The_Ladies%27_home_journal_(1948)_(14764892831).jpg)





Key Components

Imagination



Key Components

# Movie Programs



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

## Key Components



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CC BY-ND



CC BY-NC-ND



CC BY-NC

# Creative Commons

# Before You Create...





*Different Types of Trailers*

Professional trailers  
that look like movies





# Different Types of Trailers

## Narrated Trailers



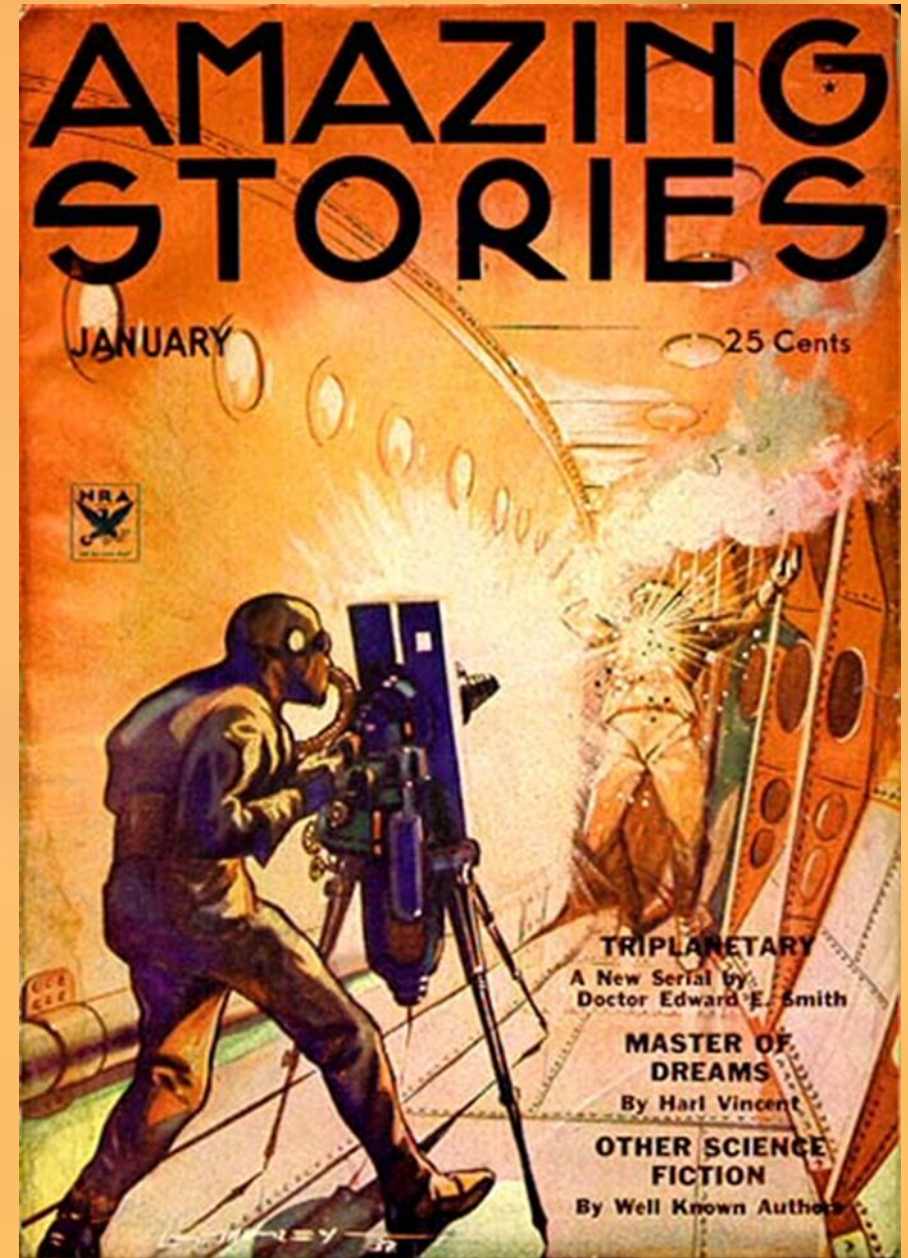
## Different Types of Trailers

## Trailers with Text



1. Find a book

2. Make a list



[https://en.wikipedia.org/wiki/Raygun#/media/File:Amazing\\_stories\\_193401.jpg](https://en.wikipedia.org/wiki/Raygun#/media/File:Amazing_stories_193401.jpg)



# Voice



# Objects



**KILL WEEDS**

**FLAME 30" x 3" — 2000° F**  
**KILLS STALKS-SEEDS-ROOTS**

Endorsed by Agri. Authorities. 99 other uses too: disinfecting torch, cactus pear burner; kills poison ivy and oak; splits rocks; burns out stumps; heats water, lead, tar, feed; dries out barns and coops; thaws; heats; melts. Used indoors and outdoors in all weather. Burns only 6% kerosene, 94% air. 10 day money back trial offer. Manl. ships at once. 4 gal. welded steel tank. 7' hose, seamless steel removable coil burner; guaranteed for a full year. 500,000 in use. Send for **FREE** illustrated bulletin.

**ONLY \$22.00**

**AEROIL PRODUCTS CO.**

**WITH FIRE NOW**



# Color

AMAZING  
MARVELS  
OF TOMORROW

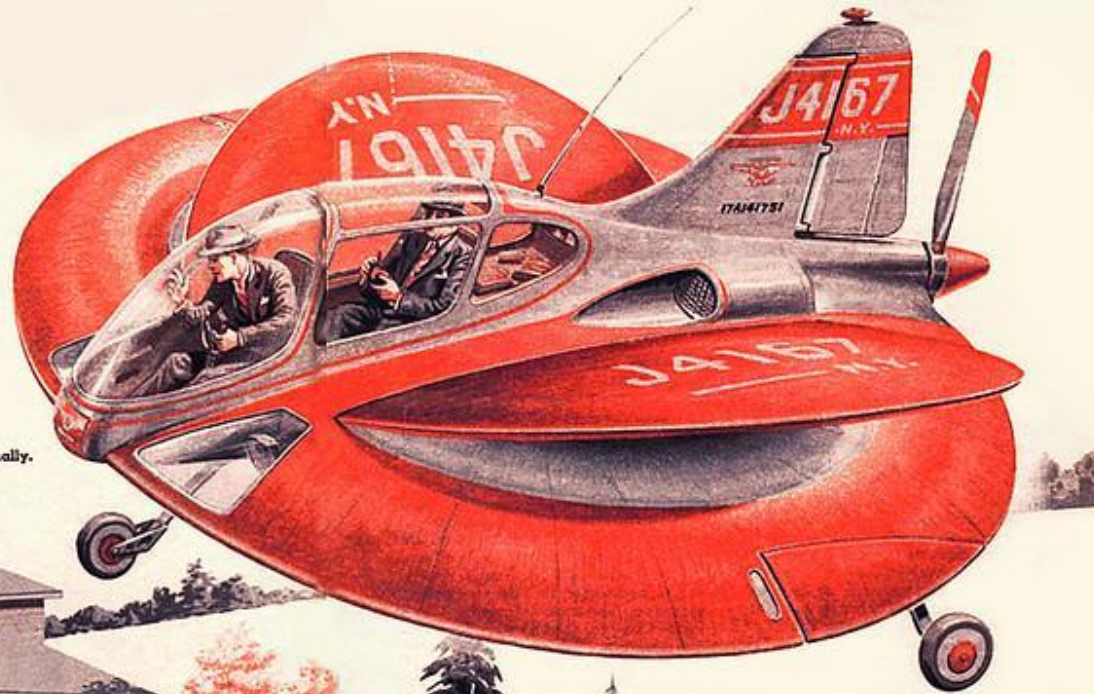
## FLYING SAUCERS FOR EVERYBODY!

*Within ten years you may  
be commuting by plastic saucer,  
flying from your backyard.*

By Frank Tinsley

SAUCER rises vertically. flies conventionally.

COVER STORY



IT IS a bright morning in 1965. At precisely eight a. m. Joe Lees emerges from the back door of his lakeside cottage, only 75 miles from his job in the city. In the gravelled center of his backyard his jaunty new plastic saucer rests lightly on three tiny balloon tires.

Greeting his neighbor who rides with him, Joe lifts a flush flap in the saucer's rounded nose. He

turns a recessed locking handle and throws back the bubble-like windshield. Spring loaded, like the hoods of today's cars, the enclosure lifts easily. As it does, the interlinked nose cone swings down to form a handy step.

Joe's neighbor steps up over the low instrument pedestal and then across the folded pilot's seat to his perch in the rear. Joe follows, slams the windshield shut and



# Symbolism

THE SATURDAY EVENING POST April 29, 1956

MOTHER'S DAY — SUNDAY, MAY 14<sup>TH</sup>



REMEMBER THE ONE WHO NEVER FORGETS

You, 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

The World-Famous SAMPLER  
1 lb. 12.00 2 lbs. 14.00  
Note: All Whitman's packaged candies have been beautifully decorated for Mother's Day.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

# Font

STORIES OF IMAGINATION  
**FANTASTIC**

**fantastic**  
Science Fiction & Fantasy STORIES

**fantastic**  
stories

**fantastic**  
SCIENCE FICTION

**fantastic**

**fantastic**  
**FANTASTIC**  
STORIES OF IMAGINATION



# Places



[https://commons.wikimedia.org/wiki/File:Fairfield\\_Beach\\_Connecticut\\_Postcard\\_1935\\_digital\\_1946.jpg](https://commons.wikimedia.org/wiki/File:Fairfield_Beach_Connecticut_Postcard_1935_digital_1946.jpg) BATHING SCENE, FAIRFIELD BEACH, FAIRFIELD, CONN.

5A-H47

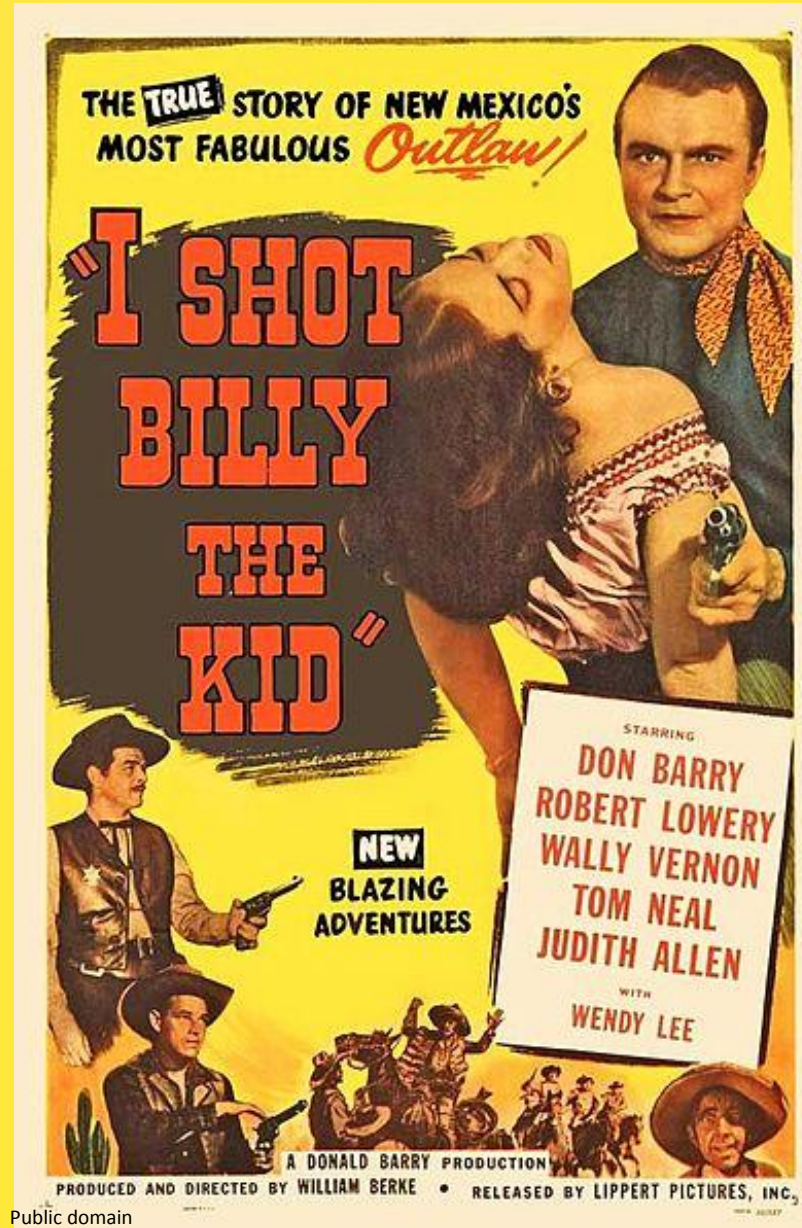


# Emotions



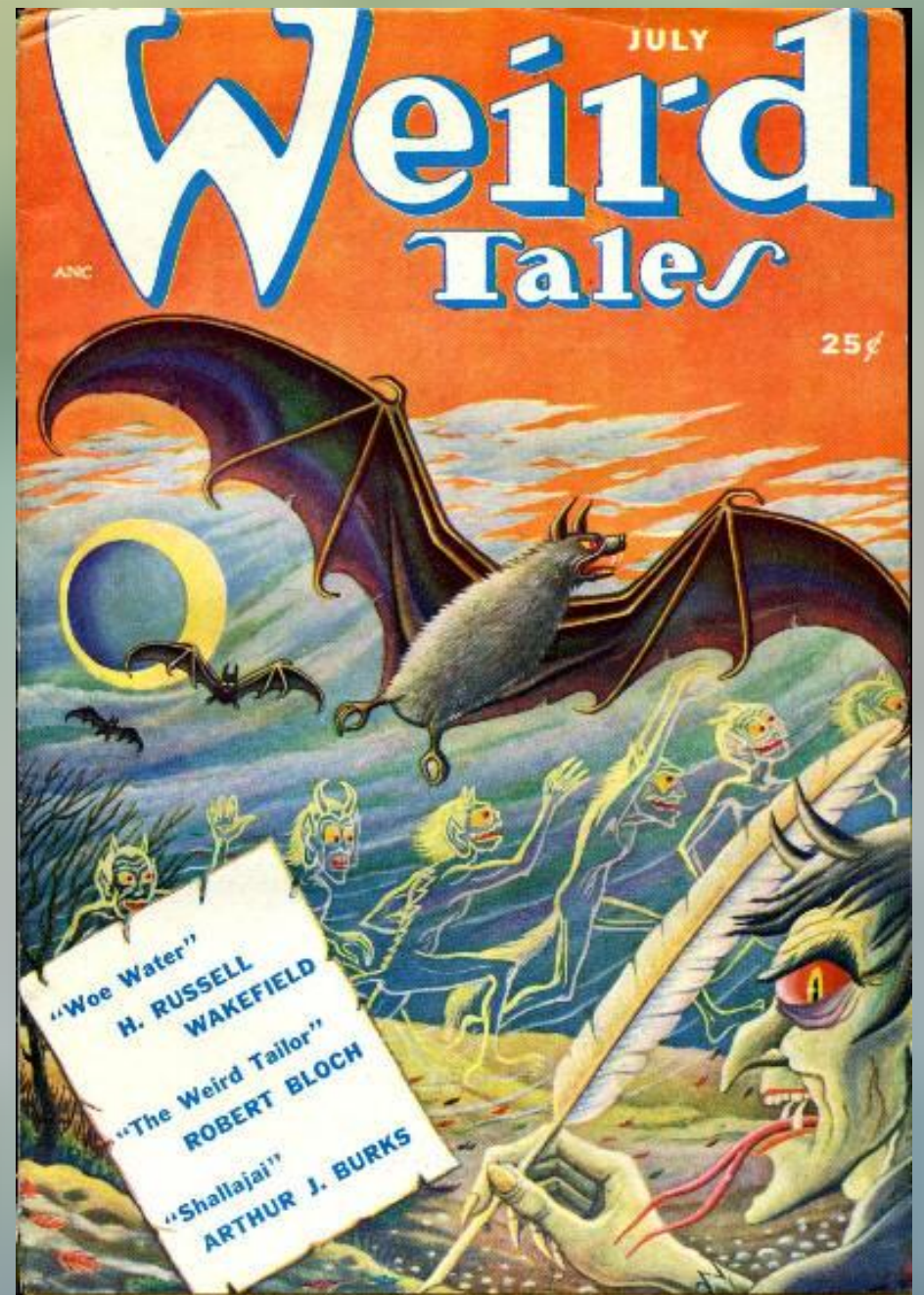
[https://commons.wikimedia.org/wiki/File:Tastee\\_Freez\\_Cartoon\\_\(18BY\\_7616\).jpg](https://commons.wikimedia.org/wiki/File:Tastee_Freez_Cartoon_(18BY_7616).jpg)

# Personality

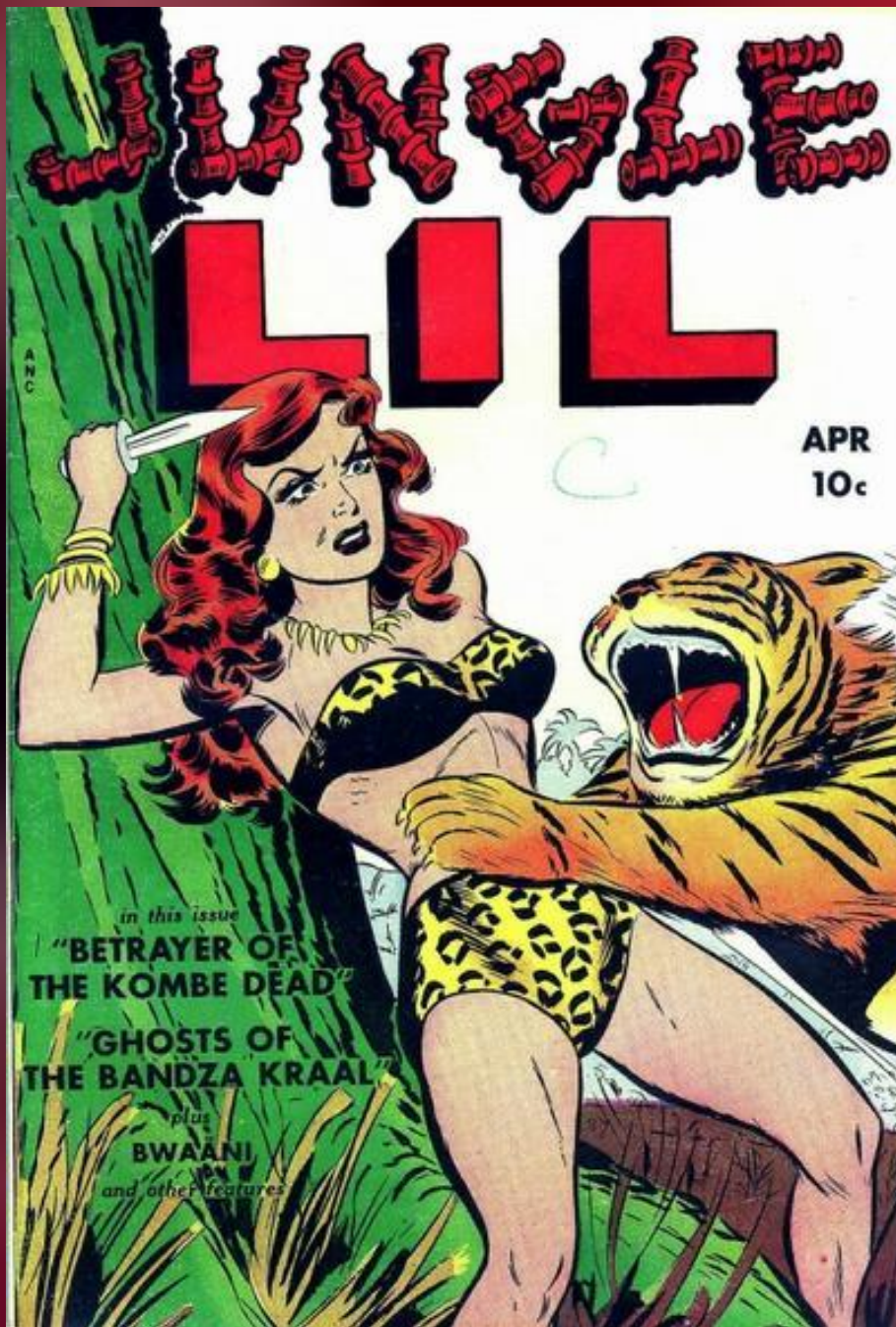




# Rules to Writing







Public domain

Write like  
you're telling  
a story...





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

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



Public domain

*Too many  
words will  
lose your  
audience!*

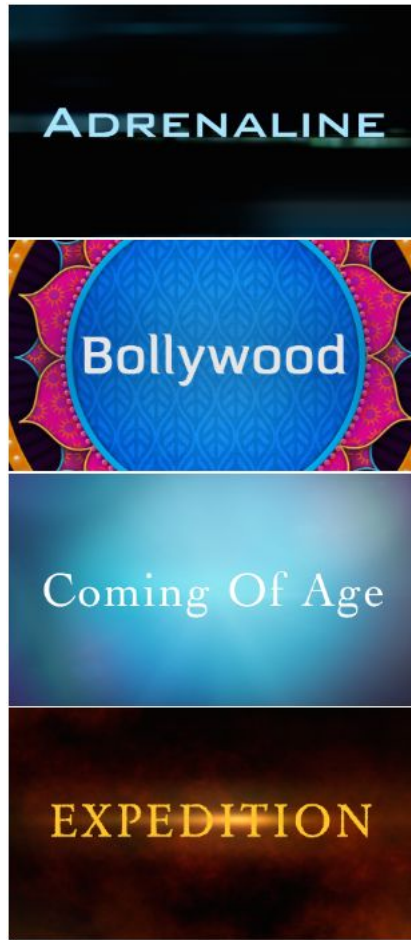


Plan It Before You Build It...

With  
Rubrics!!



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



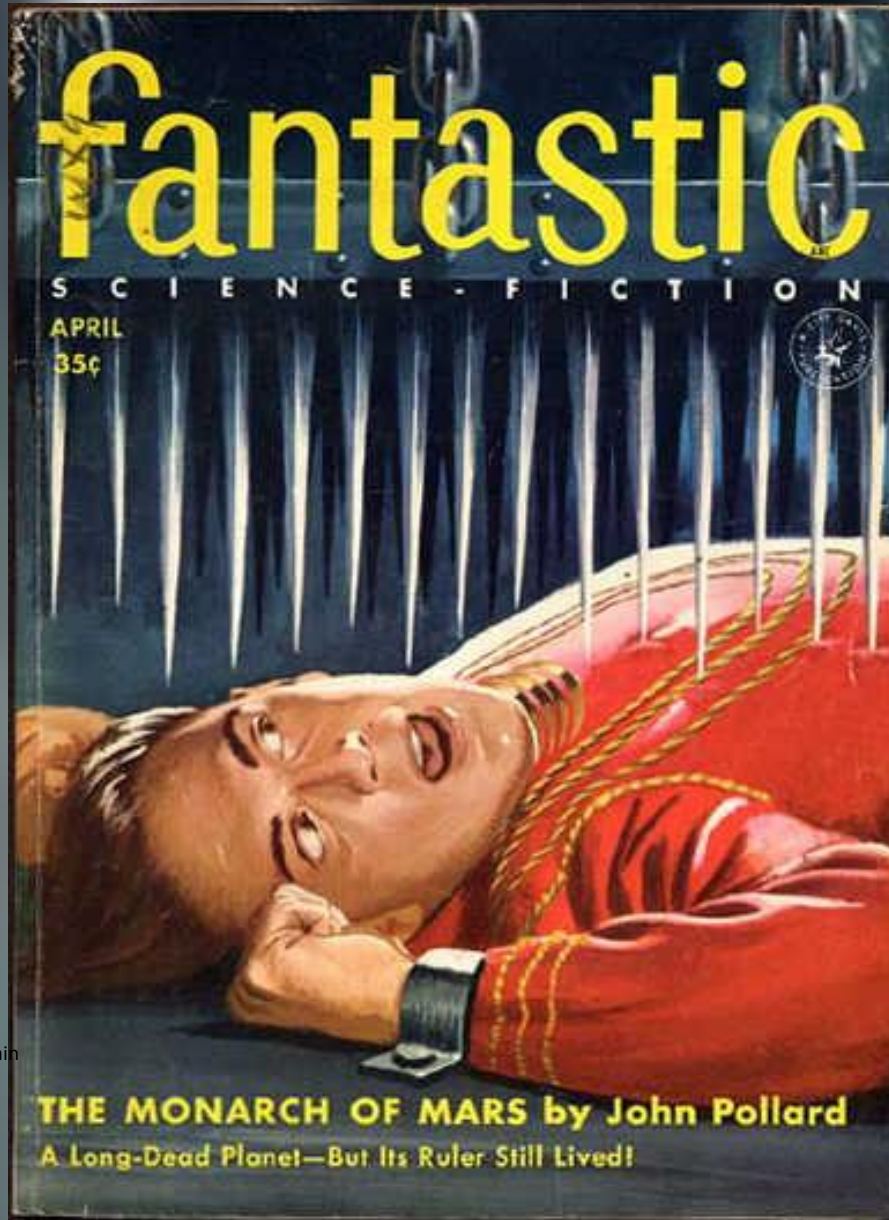


# Other Details to Make Your Trailer Audacious





Cliffhanger  
ending



Public domain





[File:Travel Trailer and Ford Truck, Glacier National Park 1960s.jpg - Wikimedia Commons](#)

Keep the trailer short

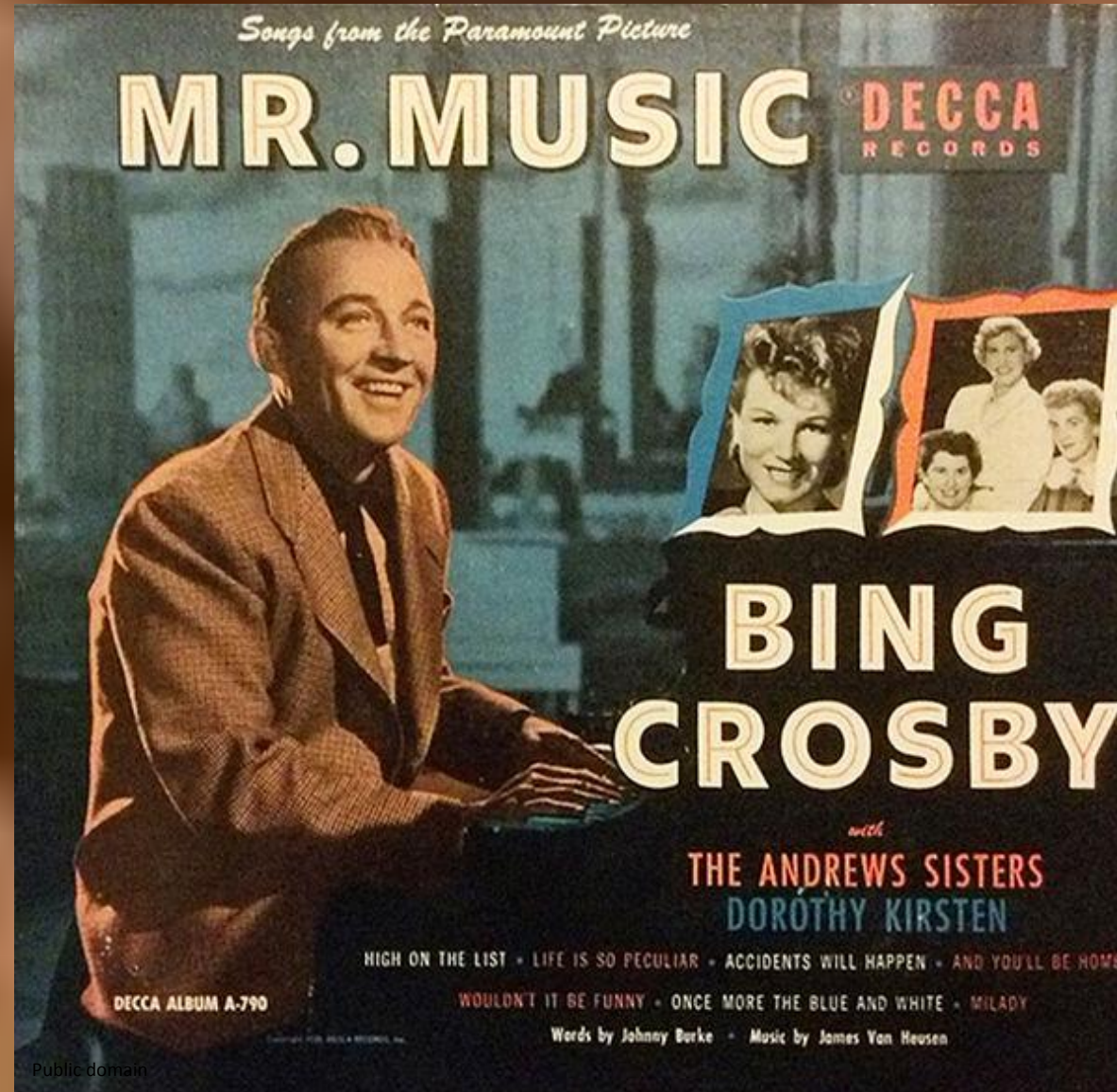




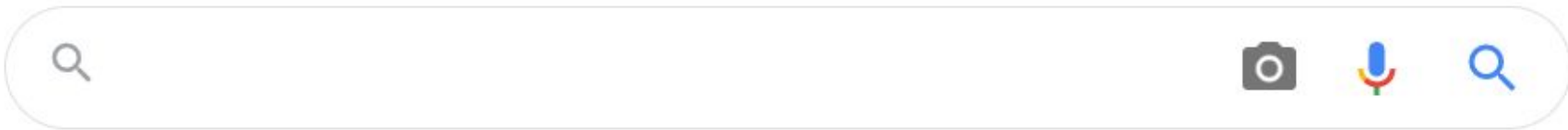
Use different points of view



# Adding Images, Music and Video Through Creative Commons



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





# Five Steps To Responsibly Search Google Images

by Naomi Bates  
Teacher Librarian  
Northwest High  
School, Justin TX



select "usage  
rights"

click on "search  
tools"

Go to Google  
Images and search  
for a particular  
image



<http://www.the-imageURL>

select "labeled for  
non-commercial  
uses"

click on any of the  
Creative Commons  
Images

click on "view  
webpage" to cite  
correct URL

If you teach this, you help students become responsible users on  
the web instead of the 'free-for-all' mentality



For more Creative Commons friendly  
websites for images, music, videos and  
other tools, use this

Symbaloo

# Five Steps to Responsibly Search for Images in Google

## Five seconds that could change your life!

# Creative Commons Friendly Sites







# Creative Commons Friendly Music

# Creative Commons Friendly Images

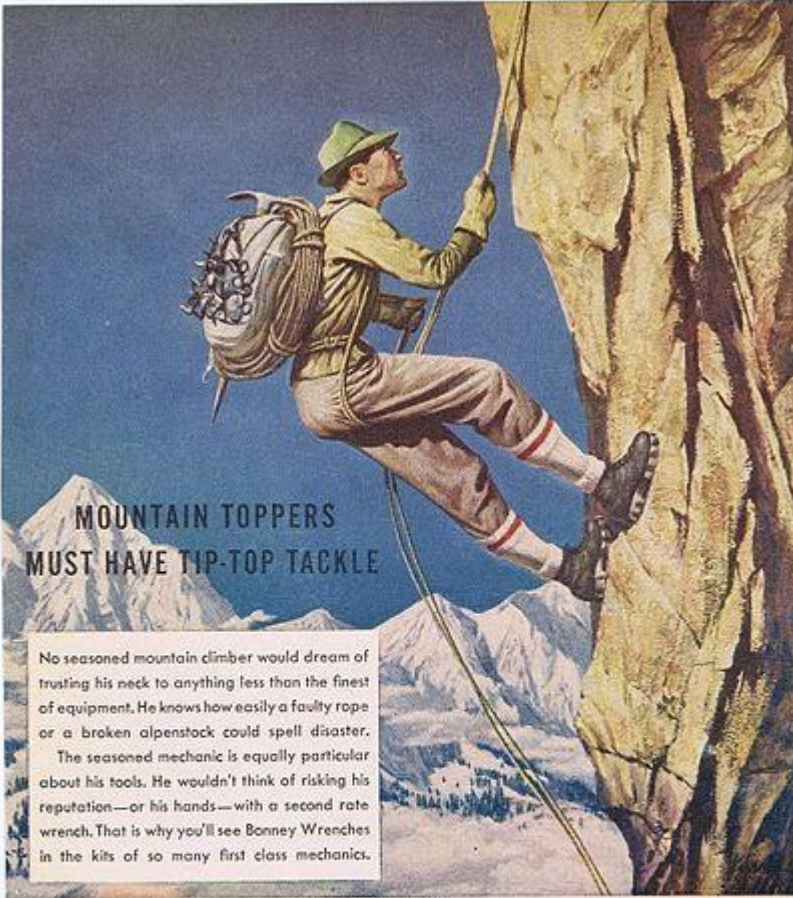






# Creative Commons Friendly Video

# Tools to Create Book Trailers



The advertisement features a central illustration of a mountain climber in a yellow shirt, tan pants, and a green hat, ascending a steep rock face. The climber is equipped with a large backpack and a rope. In the background, there are snow-capped mountains under a clear blue sky.

**MOUNTAIN TOPPERS  
MUST HAVE TIP-TOP TACKLE**


No seasoned mountain climber would dream of trusting his neck to anything less than the finest of equipment. He knows how easily a faulty rope or a broken alpenstock could spell disaster.

The seasoned mechanic is equally particular about his tools. He wouldn't think of risking his reputation—or his hands—with a second rate wrench. That is why you'll see Bonney Wrenches in the kits of so many first class mechanics.

*This is one of a series of spirited sporting scenes (in full color, without advertising) available on request. Write for your free set today.*

**"CHEAP TOOLS ARE FOR CHUMPS".** So says the good mechanic. And the best recommendation for Bonney Wrenches is the kind of men who use them.

As thousands of good mechanics can testify, for lightness, strength, balance and precision, you can't beat a Bonney.



**BONNEY FORGE & TOOL WORKS, ALLENTOWN, PENNSYLVANIA**





# 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>



# Thank You!

[WWW.INFOBASE.COM](http://WWW.INFOBASE.COM)