

LESSON PLAN

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Overview

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LESSON NAME: Book trailers®

DURATION: 4 x 60 min

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OVERVIEW

Book trailers® are a rather recent trend, inextricably linked to the rise of digital technologies and social media. The growing number of Internet users and the ever-growing audience of online videos prove that book trailers® can be an effective marketing strategy. Apart from promoting a book and an author's work, book trailers® can also foster engagement in reading.

This lesson aims at drawing students' attention to the importance of book trailers® as an effective and engaging marketing tool in today's digital world, as well as enabling them to create a compelling book trailer®.

LEARNING OUTCOMES

Students will be able to:

- recognise the importance of book trailers® as an effective marketing strategy;
- analyse and contrast book trailers®;
- identify risks and strategies used in book trailers®;
- recognise the key elements of an effective book trailer®;
- apply their knowledge of reading and interpreting texts to other

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literacies;

- use simple/common video editing programs;
- develop their understanding of copyright and fair use;
- create a book trailer®;
- express individual learning both in a structured and in a creative way.

PREPARATION AND MATERIALS

- Choose 3/4 book trailers® to analyse in class.
- Make copies of the printouts “Book Review Template” and “Book Trailer® – Guidelines”, respectively pages 5-6 and 7-10 of this lesson plan.
- Get acquainted with the content of the PPT attached to this lesson plan.
- Familiarize yourself with free and easy video editing programmes like Windows Movie Maker or iMovie.
- Prepare a classroom with a wall projector, Internet access and several computers.

PROCEDURE

- Start the lesson by having students say what words they associate “trailer” with.
- Ask them questions about movie trailers (purpose; effectiveness; features of a good trailer; the best/worst trailer they’ve ever seen and why; if they enjoy watching trailers and why).
- Ask them if they are familiar with book trailers® (if they’ve ever

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watched one; if they liked it and why; how different/similar a book trailer® is from/to its cinematic counterpart).

- Show students a few good book trailers® (3/4) in a row. Ask them if they can remember the titles of the books, as well as the authors' names and if the trailers made them want to read the book. Explain that every effective book trailer has this effect on people.
- Analyse the trailers as a class: type; purpose (clear, not clear) audience, the use of images, sound, narration, editing and effectiveness. Elicit from students the definition of book trailer®, the different types of book trailers®, the key features of effective and engaging book trailers®/the persuasive techniques to entice viewers to buy the book.
- Challenge students to create their own trailer in groups of equal size.
- Hand out the book review template and ask students to complete it after they've chosen the book for the trailer. You can also have each group create a trailer for a book you know they've read. Tell students that the book review template will help them with the script for their trailer.
- Hand out the book trailer® guidelines after they've completed the book review template.
- Have your students watch a tutorial on a common and free video editing program such as Windows Movie Maker or iMovie if they happen not to be familiar with any editing software.
- Assist students as they make their trailers.
- Allocate time for students to play their trailers and to receive their peers' feedback. Have them rate the effectiveness of the trailers.



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- Finally, invite students to share their trailers by uploading them to video-sharing websites and featuring them on their social media sites.

NOTE: If you need a storyboard template and/or need to teach students how to create a storyboard, please have a look at the lesson plan on how to plan a video found at <http://www.europeanmediaeducationlab.com/video-recording.html>.



BOOK REVIEW TEMPLATE

Title	
Author	
Release date	
Publisher	
Genre	
Narrator's point of view	
Main characters	
Plot: Main key points	
Famous quotes	



What makes it memorable	
Positive reviewers' quotes	
Awards (if applicable)	



BOOK TRAILER®

GUIDELINES

What about creating your own book trailer®? Scared? Well, don't be since these guidelines will help you to overcome this challenge successfully. Besides, you've already filled in the book review template, which will definitely make your task easier.

Although you are free to decide on the elements/info to be included in your book trailer®, it must obviously include the title of the book and the author's name. It should be attention-grabbing and entertaining so that viewers get excited to read the book. Keep also in mind that a too long trailer will put off your potential audience. So keep it short!

Research

Do some research on the Net. Research your audience's tastes as your trailer should appeal to the same audience as the book. Look for trailers that match the genre of the book you've chosen and its target audience. Discuss the features that make them stand out among so many others.

Type of book trailer®

As a group, discuss and decide on the type of book trailer® that works best for your book. Is it going to be a clip of the author talking about his/her book, an animated cartoon, a movie-style trailer, an animated 'slideshow' type of video or are you going to go for the documentary style?

Book report

Have a look at the book report template and use it to come up with ideas of things you may include in the trailer. Narrow them down to what are the most important and relevant.



Length

It should be a minute or less. However, it can be longer depending on the type of trailer you're going to make, but don't ever exceed 3 min. A book trailers® is a "commercial" for a book, not a shortened version of its manuscript. Moreover, attention spans are short.

Script

Now it's time to write the script for your trailer:

- Start strong in order to grab your audience's attention from the very beginning. A question or a quote from the book can be good options.
- Support and reveal critical story elements: setting, character and conflict.
- Reveal only the key parts of the plot. Do refrain from the telling the whole story and/or revealing the ending of the book otherwise viewers won't read it.
- Create suspense in the audience. There must be enough emotional pull to arouse the viewer's curiosity. Remember that a trailer is a "teaser".
- Choose your words carefully. They have to fit your novel's theme, setting and tone.
- Use short sentences. Long sentences and/or paragraphs are unlikely to be read, are visually unpleasant and make the trailer pacing slow.
- Include positive reviews about the book (not compulsory).
- Provide info about the author if applicable.
- Place your book cover, the author's name and publication information at the end of the trailer, not throughout it.
- End strong. It should end in an impressive and memorable way so that the audience will be lured to read the book.

Got the idea? No? Well, check out these two book trailers:

<https://www.youtube.com/watch?v=UZ0IJHDHg1g>

<https://www.youtube.com/watch?v=I0jb0pLP6Z0>



NOTE: Some book trailers have no text. Have a look at this example:

<https://www.youtube.com/watch?v=eI9jQJ6oyg>

Storyboard

Storyboard your trailer from beginning to end. It will help you get an idea of what your book trailer® will be like and save time as to decide on the appropriate images/acted-out scenes/video clips and music/sound effects will then be much easier and faster.

Images / Video clips

The simplest form of book trailer® combines still images, like photos, with text and music. Actually, it's also the safest option as viewers expect a lot more from movie-style trailers.

- Choose images that match your words and enhance your message.
- Use beautiful, high resolution images.
- Use your own photography and/or copyrights free images from the Net.

If you decide to act out some scenes from the novel, use a tripod when shooting or improvise. Shaky video clips are unprofessional. If you go for video clips from the Net, ensure that you won't fall into copyrights infringement.

Music / Sound effects

Music and/or sound effects set the emotional tone of the trailer. They should help to convey the key parts of the plot and to create a sustained mood to suspense or interest. So choose wisely. Don't forget to use copyright-friendly music/sounds.

Voiceover

If you do voiceover, speak clearly and ensure that the narration is heard over the music. Use a headphone/microphone set. Don't forget that narration has to convey the emotion of your story; therefore, don't sound as if you were reading the script.



Editing

Choose the video editing program you feel more comfortable with. You can use simple movie-creation software such as Windows Movie Maker. If you have a Mac or an iPad, iMovie can make your task a lot easier as it has movie trailer templates.

While editing, bear mind the following points:

- The font size of your text must be large enough to read. Use an easily read font. Use background colours that are in harmony with the images and video.
- Don't overwhelm slides with text. People won't have time to read it and won't be able to see the image behind it.
- Avoid being too "creative" with transitions and effects. Too many effects/transitions can make the trailer confusing for the viewer. It's usually better to stick to one.

Revise

Sit back and watch your trailer. Check if:

- the key points of the plot have been creatively presented.
- the images convey the feeling of the book and match the different parts of the storyline.
- the text is written in an engaging way and free from typos.
- music and/or sound effects match the emotional tone of the trailer, fully supporting text and images.
- the trailer flows smoothly (there are no choppy/abrupt transitions or long pauses).
- the pace is appropriate, neither slow nor quick.
- the trailer catches the audience's attention and compels them to read the book.

Make all the necessary changes. Show it to your teacher and classmates and use their feedback to improve your trailer.

Video sharing

Share your book trailer® by uploading it to several video-sharing websites and featuring it on your social media sites.