# Book Trailer Assignment

Your assignment is to create a unique book "trailer" for your nonfiction book. Like a movie trailer piques your interest in a coming attraction, your book trailer will supply basic background information and entice your audience to read the book for themselves. A good book trailer is no shorter than 90 seconds (one and a half minutes) and no longer than 180 seconds (three minutes). However, if your trailer is longer than three minutes, that may not be a bad thing. Check with me to be sure. This opportunity is worth 20 points.

Your book trailer must include the following elements: (this is how I will score your work)

| CATEGORY | SPIELBURG 5 points (well done) | RISING STAR 4 or 3 points (pretty good, you're on your way) | HOME MOVIE 2, 1, or 0 points (needs improvement) | SCORE |
|---|---|---|---|---|
| **CONTENT** | Intro begins with a strong hook. Summary provides information without dominating the narration. Commentary is fresh, interesting and specific, with a strong conclusion. | Intro is developed. Summary provides information, may extend too long. Commentary reacts to the novel with some detail. There is a conclusion. | Intro is weak or missing. Commentary lacks details or tells the plot. Conclusion is weak or missing | |
| **VOICE/SOUND** | Interesting, well-rehearsed with smooth delivery that holds audience attention. Easy to hear narration over soundtrack. Voice sounds natural and helps convey meaning. Soundtrack adds to the tone/feel of the presentation. | Rehearsed, with a fairly smooth delivery that usually holds the audience attention. Narration can be heard over the soundtrack. Voice sound natural and avoids monotones. Soundtrack neither adds nor distracts from the project. | Delivery is not smooth, but holds audience attention most of the time. Narration may be difficult to hear. Voice shows little inflection. Soundtrack missing or distracting | |
| **IMAGES** | Images are crisp and clear, enriching and extending the details and meaning of the book/commentary. Images are appropriately cited and highly engaging. | Images are relevant and support the book/commentary. Images are appropriately cited and illustrate the content/audience. | Images are not relevant or as used mostly as decoration. Images may be grainy. They detract from the content or are inappropriate. Images may not be appropriately cited. | |
| **PRESENTATION** | Makes excellent use of font, color, graphics, effects, etc.to enhance the presentation. All elements work together seamlessly to create an | Makes good use of font, color, graphics, effects, etc. to enhance to presentation. Elements are related, if not compelling, and overall | Makes use of font, color, graphics, effects, etc. but they may detract from the presentation content. Elements may not complement each | |

| | interesting and compelling report. | effect is sound. | other and overall effect needs life | |
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In order to create this project, you can use any technology you wish. Some suggestions: iMovie, Windows Movie Maker, or your digital camera or cell phone. I understand that not everyone is well versed in movie making, myself included. My suggestion is to play around with the technology, look up movie making tutorials on YouTube, ask your friends and family for help, or scour the internet for solutions. This project will be much more fun if you teach yourself the technology!

Your project should also include:
- A hook to pique your audience's interest (make us want to finish your trailer)
- Author and title of book
- Brief summary of the book (don't give too much away)
- One or two quotes from your book (these should be exciting, funny, or interesting)
- Description of the setting
- A "cliffhanger" element: a question to spark curiosity
- **Credits for images, audio (sound effects and/or music, and to you for creating the trailer)**

Be sure to consider the following elements:
- Make sure text size, font and contrast are easy to read
- Speed of information (images, text, etc) are paced appropriately

In addition to the finished trailer, you need to submit a Book Trailer Planning Template and Storyboard (found on my website).