

Book Trailers

What is a book trailer?

An advert for a book, similar to a movie trailer.

It's been made to encourage you to read the book.



Some Professional Examples

- [The Hunger Games Book Trailer | YouTube](#)
- [My Sister Lives on the Mantelpiece Book Trailer | YouTube](#)
- [Wonder Book Trailer \(UK version\) | YouTube](#)
- [The Rest of Us Just Live Here Book Trailer | YouTube](#)
- Which of these is your favourite? Why?
- Which of these books would you read now? Why?
- Watch the trailers again. How have the filmmakers made their trailer interesting?

Name of Book	Interesting Features
The Hunger Games	
My Sister Lives on the Mantelpiece	
Wonder	
The Rest of Us Just Live Here	

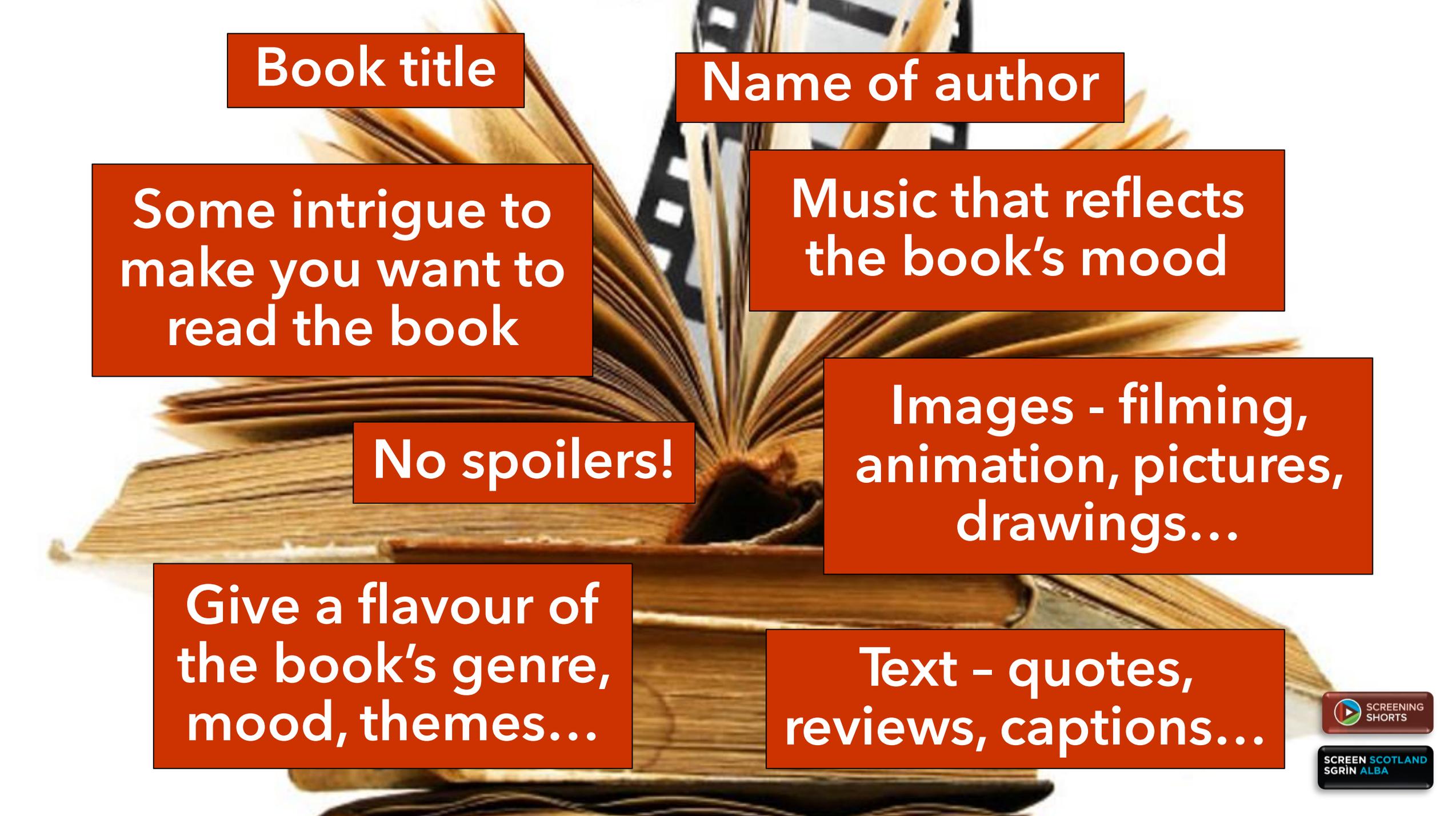




Making a Book Trailer

You are going to make your own book trailer.

What do you think it should include?



Book title

Name of author

Some intrigue to make you want to read the book

Music that reflects the book's mood

No spoilers!

Images - filming, animation, pictures, drawings...

Give a flavour of the book's genre, mood, themes...

Text - quotes, reviews, captions...

Copyright

- You must follow copyright law when making your trailer. Why?
- This means you can't use any images from the Internet (for example, illustrations of characters or pictures from the film adaptation).
- Draw your own or take your own photos of the book cover etc.



Cameraswork

- Mind-mapping:
 - What camera **shots, angles** and **movements** do you already know?
- How can the cameraswork affect:
 - **elements** of the film?
 - the **audience**?



Why might a filmmaker decide to use a...



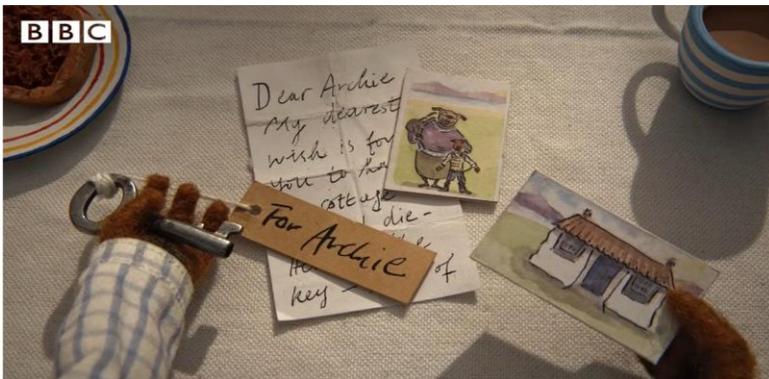
long shot



mid shot



close-up



point-of-view shot



bird's-eye angle



Dutch angle

Cameras Practice

Take an object from the table (or of your own).

Draw **six pictures** or take **six photos** of that object using each kind of camerawork.



long shot



mid shot



close-up



point-of-view shot



bird's-eye angle



Dutch angle

Planning Your Book Trailer

1. Watch different iMovie trailer templates and **choose** the most suitable one for your book.
2. **Brainstorm** everyone's ideas for the trailer.
3. Use the iMovie trailer **storyboard** template to plan the images and text.
 - Try to use different camera shots and angles.
 - There's no need for your best artwork!
4. Decide who will take on which **roles**. Make sure everyone gets a chance to try any role they want to.
5. Gather any **costumes, props, artwork** and **equipment** that you need.

Perfect Filming

Make sure the camera is in **landscape** position.

Make sure strong lighting is **behind** the camera.

If actors are **speaking**, make sure they are close to the camera or microphone.

Make sure you have all the **shots** you need.

Keep **experimenting** until you're happy.



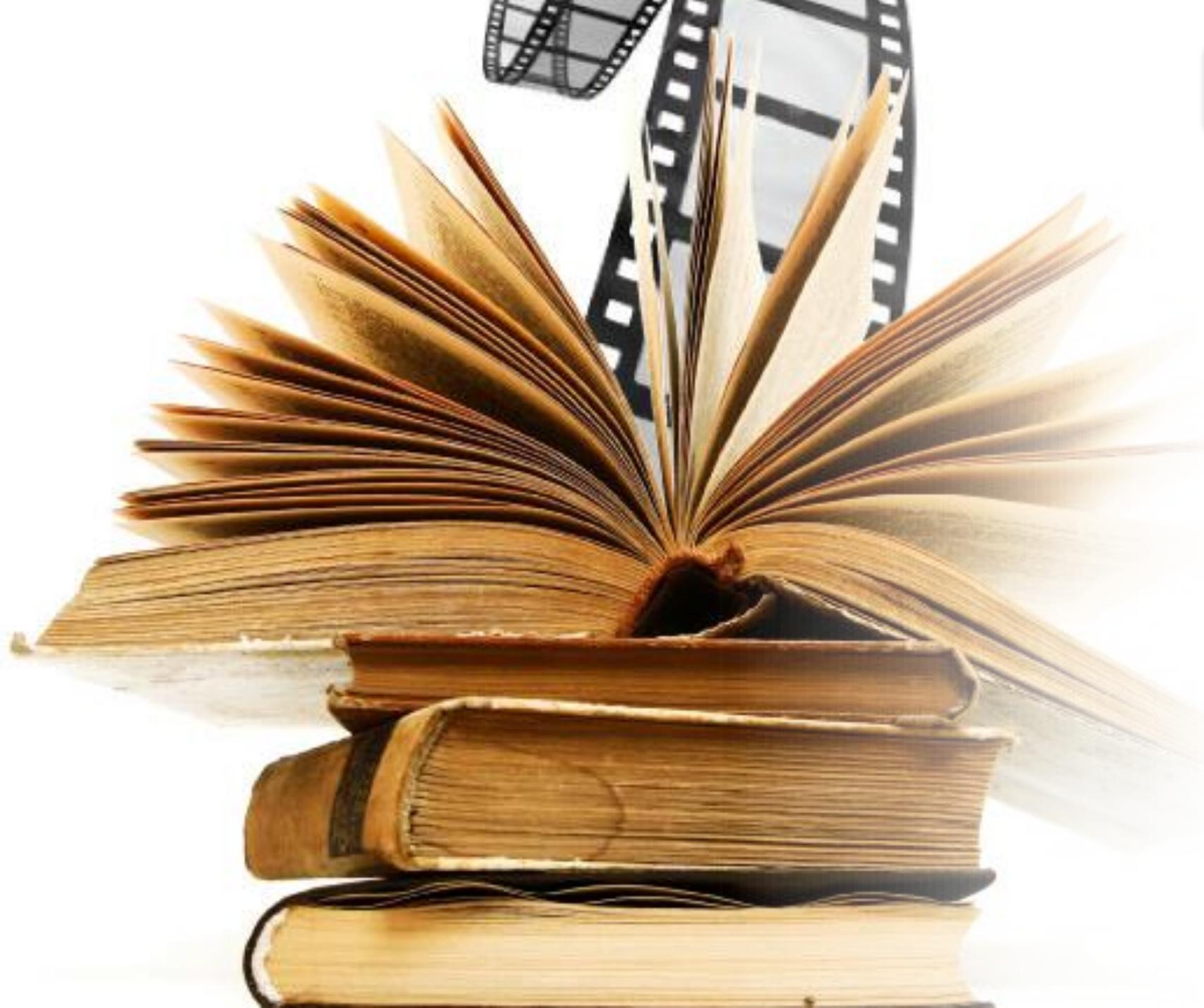


**Let's watch
your films!**

**MOVIE
PREMIERE**

 SCREENING
SHORTS

SCREEN SCOTLAND
SGRIN ALBA



Resource created by
Gail Robertson on
behalf of Screen
Scotland.

For more information
on Screen Education
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Credits