

Book Trailer Summative Project

So what's a *book trailer*? You've undoubtedly seen movie trailers that play on TV, the Internet, or right before feature films. These trailers are designed to entice moviegoers to buy a ticket and watch a film. Book trailers serve exactly the same purpose, but are designed to entice readers to read a book. Like the best movie trailers, book trailers combine images, sound, and words to communicate just enough about the characters, plot, and feel of a book without giving the ending away.

Book Trailer Criteria:

For this project, you will use *Animoto* (though you may use Canva, if you prefer) to create a trailer to promote your Book Club book to your peers who have not read the book. Your goal is to convince the audience that this is a book worth reading.

Your trailer should:

- Be approx. two minutes in length
- Include the title and author's name
- Include stylistic elements of book trailers (different shots, camera angles, still images, transitions, texts, music, voice over etc.) Please note: only include special effects IF they enhance the production quality of your final product
- Contain content reflecting the plot, characters, and central Indigenous issues/themes of the book
- Demonstrate that you've put time and care in creating a high-quality book trailer
- Include credits at the end

Taken together, all of these elements should convey the "feel," or tone of the book. And, most importantly, your trailer should make us want to read your book without giving away the ending!

Other Stuff You'll Turn In:

You will present your book trailers to the class during our Book Trailer Film Festival on **Monday, May 6.** Prior to your presentation, you will also submit:

- 1) Your **storyboard**
- 2) A written **reflection** (1-2 pages, 300-500 words)

Please upload your book trailer and reflection to the Google Classroom and Spaces (more info TBA) by **Friday, May 3.**

Your written reflection should describe:

- The choices you made about the content featured in your book trailer, with an explanation of these choices are rooted in the actual text,
- The production decisions you made as you put the trailer together (Why did you choose these images, this soundtrack, this organization, etc.?),
- The persuasive elements you included in the trailer (How does your trailer persuade your peers to read the novel? How did you hook the audience?), and
- How the process of creating the book trailer helped you better understand or realize something new about the book.

Project Assessment /32 - Please see our Google Classroom for the rubric

Book trailer /20

Reflection /12