



book trailers

THE TELLING OF A STORY

What is a book trailer?

A book trailer is a helpful marketing tool to promote your book. Adapted from the term movie trailer, a book trailer is a short promotional video distributed across multiple platforms to help you increase your online presence and reach a wider audience. ...

Why do we make book trailers?

1. Video is the rage.

Video alone will account for 74% of all online traffic. 55% of people watch online videos every single day. 59% of executives will choose video if given a choice.

Source: <http://www.insivia.com/27-video-stats-2017/>

2. We think in pictures, not words.

60-65% of us think visually.

Source:

<http://tumblehomelearning.com/words-or-pictures-how-do-you-think/>

3. Communicate your ideas faster.

One minute of video is worth 1.8 million words. That's according to Forrester Research.

Source: <http://www.marketwired.com/press-release/a-minute-of-video-is-worth-18-million-words-according-to-forrester-research-1900666.htm>

Millennials are 112% more likely to share video ads.

Source: <https://unruly.co/news/article/2016/05/12/millennials-112-likely-share-video-ads/>

4. Get your message across.

We process visuals 60,000 times faster than text.

Source: <http://web.archive.org/web/20001014041642/http://www.3m.com:80/meetingnetwork/file/>

5. Encourage action.

64% of customers are more likely to buy a product if they have watched a video about it.

Source: <https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/#7c7542366b53>

6. Encourage sharing.

Visual content is more likely to be shared on social media.

Source: <https://www.bluleadz.com/blog/why-a-video-is-worth-two-thousand-words-or-more>

7. Differentiate your message from the crowd.

This is another reason to do a book trailer. By using endorsements and rewarding comments for example, you build excitement and anticipation on the part of your audience.

<https://youtu.be/hx4byvPq-N8>

8. And most importantly, to stimulate reading appreciation, to promote reading values and literacy skills.

This is almost always the main reason to do a book trailer.

The meaning systems

Written/ Linguistic meaning concerns *spoken and written language* through use of vocabulary, generic structure and grammar

Audio meaning concerns *music, sound effects, noises, ambient noise, and silence*, through use of volume, pitch and rhythm

Visual meaning concerns **Still** and **Moving images** through use of *colour, saliency, page layouts, vectors, viewpoint, screen formats, visual symbols; shot framing, subject distance and angle; camera movement, subject movement*

Gestural meaning concerns *movement of body, hands and eyes; facial expression, demeanours, and body language*, and use of *rhythm, speed, stillness and angles*

Spatial meaning concerns *environmental spaces and architectural spaces* and use of *proximity, direction, layout, position of and organisation of objects in space*

Multimodal is the combination of two or more modes in various combinations

(adapted from The New London Group, 1996/2000)

A book trailer
is a
multimodal
procedure

Written, linguistic meaning

Audio meaning

Visual meaning

Gestural meaning

Spatial meaning

Stages of book trailer making Production Process

Teaching multimodal authoring follows the long standing film production format. This may include:

- **Pre-
production**

- Development of story, setting and characters
- Writing the script
- Storyboard

- **Production:**

- Bringing the story to life using the chosen tools and available semiotic resources to create meaning

- **Post-
production**

- The 'first cut' =first draft. first attempt
- Sound effects
- Music
- Titles and credits
- The 'final cut'=the final edited version of your video

6 tips for making a book trailer that works

1. **Write a script**

Don't just use the jacket copy. People digest text very differently when watching video compared to when they read a book cover so it's best to be clear and concise and make sure the text and imagery are perfectly aligned.

2. **Start strong**

You want to grab people's attention from the beginning so you need to start with something engaging. A question or quote from the book can work well.

3. **Keep it steady**

There's nothing worse than a film that's been made with a shaky hand. So use a tripod when shooting your trailer. If you haven't got a tripod you can improvise with whatever you do have, a pile of books and some blu tac can work a treat.

4. Simple ideas are sometimes the best

Using too many different elements can make a book trailer confusing and hard to watch. Try to think about the strongest themes of the book and base your trailer on those.

5. Don't just summarise the plot

You don't want your trailer to be boring, so try not to summarise the plot. Make hints to the story and remember **DON'T** spoil the ending of the book. Your viewers won't want to go and read the book if you do.

6. Choose music carefully

Copyright is an issue when it comes to using someone else's songs in your trailer. You can choose to download some public domain music or visit iStock to purchase music clips or if you are musically inclined (or have friends who are) why not compose your own soundtrack!

Lets see what we opt for:

❑ **Recapitulating: 10 Easy steps to create a book trailer:**

<https://youtu.be/Au4uleWHk4M>

❑ **Examples of student book trailers:**

<https://youtu.be/vyvyGFjLiZY>

<https://youtu.be/M2YwCgtvnNg>

<https://youtu.be/yhoHYbiBwK4>

❑ **Examples of student book trailers made at Diplomat Elementary School, with student advice. The book trailers were made with PhotoStory 3:**

<https://youtu.be/t1emxcttgKE>

❑ **Examples of book trailers about history and mythology:**

<https://youtu.be/LwZU04jA8RA>

https://youtu.be/CB63X_jHGxE

<https://youtu.be/8ZVHej6lclo>

❑ **Some advice from an amateur:**

<https://www.youtube.com/watch?v=2CYYp-4esQI>



Thank you for watching!!!