BOOK TRAILERS: MAKE YOUR OWN
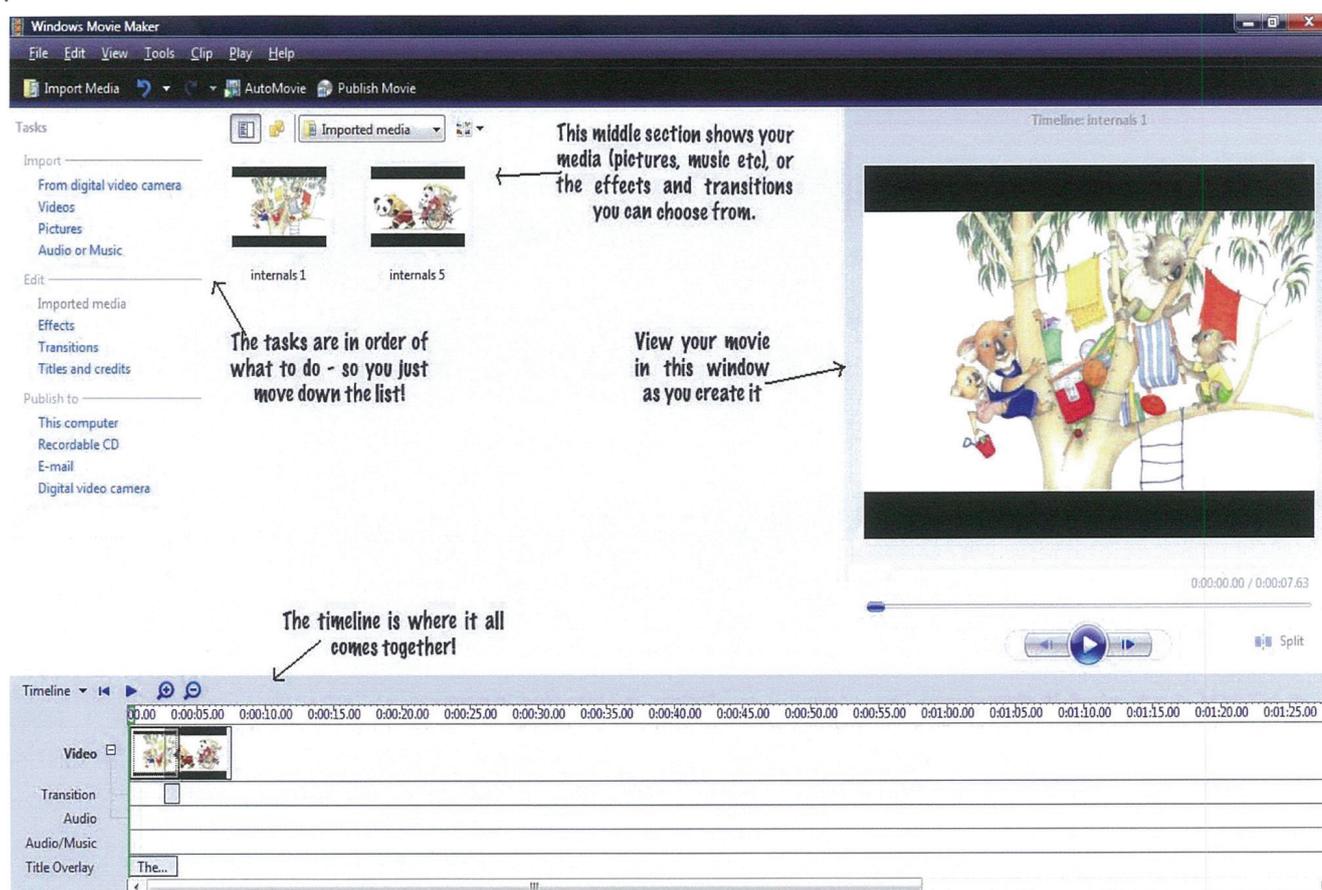
FREMANTLE PRESS
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'There is now a substantial body of research showing that book trailers are a useful form of pre-visualisation, and can help engage reluctant readers in a text. Students creating their own book trailer can be a powerful learning experience, combining learning goals from reading, writing, technology and the arts to produce a real product that they can share with others.'

Inside a Dog, a project of the Centre for Youth Literature, State Library of Victoria

There are many ways to create a book trailer. Fremantle Press authors, illustrators and staff ran book trailer workshops for Rosalie Primary School using the following guidelines. Check out the weblist at the end for other resources.

A simple step-by-step guide to using Windows Movie Maker in the classroom

Open Windows Movie Maker.

Give your project a name:
File > Save Project > "Name of project"
Save your project regularly while creating your movie!

Get images:
You can find royalty-free images online or you can also take your own photos, record yourself with your webcam, draw a picture and scan it in, create an animation in Photoshop or even film some outside footage. Just make sure you save the files where you can easily find them on your desktop. Then: Taskbar > Import > Pictures > Select your image/s.

Place images in timeline:
Drag and drop. You can place them in order, or switch them around in the timeline after dropping in.

Create text:
Taskbar > Edit > Titles and credits > Choose the type of text you want, type into box, change font/colour/animation. Your text can appear between images or over the top – place it in either the 'Video' line, or the 'Title overlay' line.

Add effects:
Taskbar > Edit > Effects > Choose an effect, drag and drop ONTO the image in the timeline.
You can preview the effect by clicking the 'play' button on the right-hand side BEFORE adding to the timeline.

Add transitions:
Taskbar > Edit > Transitions > Choose a transition, drag and drop IN BETWEEN images in timeline.
You can preview the transition by clicking the 'play' button on the right-hand side BEFORE adding to the timeline.

Get music:
You can find royalty-free music online or you can even record a narration.
To upload music: Taskbar > Import > Audio or Music > Select your music. When it appears in the middle section, drag and drop into 'Audio/Music' line. Shorten or lengthen your music clip in the timeline.
To record your own narration: Home > Record Narration (this will only work if you have a microphone).

Remember the credits!

Taskbar > Edit > Titles and credits > Choose a style for credits (eg scrolling, etc).
End credits must include the following elements:

The publisher's logo and branding:
Always contact the publisher to ask for permission to use their logo, book covers and branding and discuss whether they would be interested in seeing and sharing the final product. Some publishers might allow you to use images from the book. A sample publisher's credit is:

[BOOK COVER]
Available from all good bookstores and online from

FREMANTLE PRESS
fremantlepress.com.au

If you used a song or image from online check how they wish to be credited. For example:

© [NAME OF SONG/S & ARTIST]
Free music from [WEBSITE ADRESS]

Make sure you have read the fine print before using anyone else's music or images. Royalty-free doesn't always mean FREE.

And don't forget to put your details at the end as follows:
Created by [NAME]
[NAME OF SCHOOL], [SUBURB]

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Publish your movie

Taskbar > Publish > Choose location "Recordable CD".
You will need a blank CD-R or CD-RW.

You can also save it for a high definition display, for email or for a variety of website settings such as Facebook, Youtube and Vimeo or for a variety of devices such as phones and iPads.

Look up the author's blog and website address and send them a message. They may like to share your work. Do the same with the publisher.

Other resources

Other how-to guides
http://www.insideadog.com.au/teachers/book-trailers
http://booktrailersforall.com
http://www.slideshare.net/ivanhoejenny/how-to-make-book-trailers
http://www.booktrailersforreaders.com/How+to+make+a+book+trailer
http://www.livebinders.com/play/play/25301
http://www.slimekids.com/book-trailers/how-to-make-a-book-trailer.html

Music sites
https://creativecommons.org/legalmusicforvideos
http://copyrightfriendly.wikispaces.com/Copyright-friendly+music+and+sound
http://freemusicarchive.org

Image sites
http://www.freedigitalphotos.net
http://www.gettyimages.com.au/creativeimages/royaltyfree

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