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Technology Instruction Page

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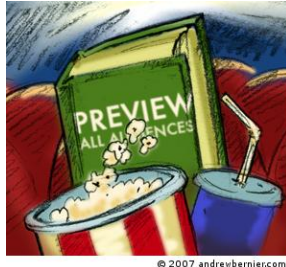
Book Trailers

A book trailer is a video advertisement for a book which uses techniques similar to those of movie trailers. Book trailers were made as early as 2002. The term caught on in 2005 when user-generated online video upload became more popular. Many sites such as MySpace, YouTube and iFilm then allowed the videos to be viewed by the public which created a market for this tool. Besides being used to promote books, book trailers are a great way to get otherwise reluctant readers to become motivated to read.

There are MANY wikis and websites with hundreds of great book trailers. Listed below you will find some examples of sites with already made book trailers. Explore these sites and look for book trailers with books that you already use in your classroom. Look for other sites with book trailers. Plan to use the book trailers when introducing a book or creating excitement for a story. Once you have viewed some book trailers, try making one of your own or

having one of your students create one on a book that may have been read in class or one they personally read.

Here are some sites to explore:

Book Trailers for Readers:
http://www.booktrailersforreaders.com/
Great Wiki site done by Michelle Harclerode, an elementary school librarian in Florida.

Book Trailers – Movies for Literacy
http://www.homepages.dsu.edu/mgeary/booktrailers/
Website created by Dr. Mark Geary, a professor at Dakota State University. Lots of great book trailers for picture books.

Book Trailers for All
http://booktrailersforall.com/
A website with book trailers which are submitted by teachers, students and librarians. A few of the trailers were created by publishers or authors.

Once you have explored these sites and others, use book trailers in your classroom at least 5 times during the school year. Document in your lesson plans the day and time the book trailer was used and whether you read the book or someone else did. Next, create a book trailer of your own or have one of your students or a group of students create one. Each of the sites listed above offer advice on creating a book trailer. Most are created using Windows Movie Maker, Photo Story or a Mac product.

Here are some suggestions from Michelle Harclerode on her Wiki about creating book trailers:

- *This is not a book report, it is an old fashioned book talk.*
- *Get really big pictures. 640 by 480 at least*
- *Use advanced searches for images.*
- *Script writing and image searching go hand in hand.*
- *Get the narration right.*
- *Think end game - how am I going to share this?*
- *Youtube, Schooltube, my own web or wikisite, school news*

Michelle Harclerode also has a word document on her wiki that you can print out that gives step by step instructions on making a book trailer. Check out "7 Steps to Making a Book Trailer by Mrs. H" on her wiki. Once you have explored these resources or others of your own, create your book trailer (or have students create) and share it with your LMS. If you need assistance, please see your LMS.

Name_____Date_____

Grade Level_____

Documentation Page

Book Trailers

I have used book trailers with my class at least 5 times this year and have attached a copy of my lesson plans showing the dates used. I have also created and/or had a student create a book trailer and have shared it with my LMS.

Signature_____