

BOOK TRAILER ASSIGNMENT

Your assignment is to create a unique book "trailer" for your self-selected book of the month. Like a movie trailer piques your interest in a coming attraction, your book trailer will supply basic background information and entice your audience to read the book for themselves. A good book trailer is no shorter than 90 seconds (one and a half minutes) and no longer than 180 seconds (three minutes). This assignment will count as a formal grade, so do your very best work!

Your book trailer should include the following elements. This is how I'll grade your work.

CATEGORY	SPEILBURG 5 POINTS (WELL DONE!)	RISING STAR 4 OR 3 POINTS (YOU'RE ON YOUR WAY!)	HOME MOVIE 2,1,OR 0 POINTS (NEEDS IMPROVEMENT)	SCORE
CONTENT	Intro begins with a strong hook. Summary tells enough to make the story interesting, but doesn't give away the ending. All details chosen enhance the mood and purpose.	Intro is somewhat engaging. Summary tells enough to make the story interesting, but doesn't give away the ending. Most details chosen enhances the mood and purpose.	Intro is vague, unfocused or distracting. Summary attempts to include details to make the story interesting, but they do not convey the essence of the book, are misleading, or tells too much of the story.	
SOUND/IMAGES	Sound/images stir a rich emotional response. Consistent throughout presentation.	Sound/images stir an emotional response. Consistent throughout presentation.	Sound/images stir an emotional response at times, but are not consistently effective.	
CONCLUSION	Uses a conclusion that makes us want to read the book	Conclusion is satisfying but not exciting.	Conclusion is ordinary; normal.	

In order to create the book trailer, you can use any technology you wish. Some suggestions are iMovie, Windows Movie Maker, or your digital camera or cell phone. I understand that not everyone is well versed in movie making, including myself! One easy movie making site that I use a lot is Animoto. Use the following login information should you decide to use this site.

STEP ONE: Go to www.animoto.com

STEP TWO: Log in. username: okemaj.owens@cms.k12.nc.us password: kenandtay1306

STEP THREE: Find the CREATE button in the top right hand corner and click on it.

STEP FOUR: Choose a style. The style of your video should "fit" with the book you are using.

STEP FIVE: Save the video using YOUR NAME. Find the words My Animoto Video in the top left corner. Click on these words in order to change the name of the video. Use YOUR NAME.

STEP SIX: Start creating the video. Add a combination of pics and text.

HAVE FUN WITH THIS! I CAN'T WAIT TO VIEW THEM! REMEMBER, THIS ASSIGNMENT COUNTS AS A FORMAL GRADE AND IT IS DUE FRIDAY, OCTOBER 2ND!

In order to create this project, you can use any technology you wish. Some suggestions: iMovie, Windows Movie Maker, or your digital camera or cell phone. I understand that not everyone is well versed in movie making, myself included. My suggestion is to play around with the technology, look up movie making tutorials on YouTube, ask your friends and family for help, or scour the internet for solutions. This project will be much more fun if you teach yourself the techno

(this is how I will score your

Hook	Has opening hook that draws in the audience.	Opening is somewhat engaging.	Opening is conventional.	Opening is vague and unfocused or distracting.
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Body	Tells enough to make the story interesting, but doesn't give away the ending. Is true to the book. All details chosen enhance the mood and purpose.	Tells enough to make the story interesting but doesn't give away the ending. Is true to the book. Most details enhance the mood and purpose.	Attempts to include details that make the story interesting but does not convey the essence of the book.	Tells too much of the story and/or includes details that are unimportant and/or misleading about the essence of the book.
Conclusion	Uses a conclusion that makes us want to read the book.	Conclusion is satisfying but not tantalizing.	Conclusion is conventional.	Conclusion is anti-climactic.
Audiotrack (Music and/or narration)	Audiotrack stirs a rich emotional response. Consistency in presentation.	Audiotrack stirs an emotional response. Consistency in presentation.	Audiotrack at times stirs an emotional response, but is not consistently effective.	Audiotrack is distracting and/or used inappropriately.