

# Minnesota Writing Project

## --- Demonstration Lesson ---

### Using Book Talks and Book Trailers to Create a Community of Readers

**Suggested grade/age:** I teach 8<sup>th</sup> grade language arts, but both book talks and book trailers could be used in grade 4 and up.

**Approximate time needed to complete lesson:** We spent three 88 minute blocks creating the book trailers in class. Upon completion, we spent approximately 45 minutes showing the book trailers in class.

#### Learning objective(s) and significance of lesson:

- Students work collaboratively to create multimedia presentations to advertise their books.
- Students practice 21<sup>st</sup> century literacy skills, as they choose images, music and text and post their creations online.
- Students show their high level literary interpretation of the books they read through their trailers.
- Students show other students what they read.

#### Brief summary/outline of lesson:

In the prewriting stage, students will consider what makes their book compelling and unique. They will then decide what is most important to show about the book, considering aspects such as main characters' personalities, setting, main conflict, theme, symbols, voice, and mood. Students will complete a storyboard before they begin making the trailer.

Next students will begin searching for images (or film clips) to represent the book's characters, setting, conflict, theme, and mood. This will be the most time-consuming step in the process. Copyright-free images can be found at <http://creativecommons.org>, <http://flickr.com>, and <http://wikimediacommons.org>. Next students will search for music. It works best to use music ripped from a CD or downloaded from iTunes. Free music can be found at <http://freeplaymusic.com>.

Next students will start creating trailers using a movie maker program, like Windows Movie Maker, iMovie, or PhotoStory. Students will import pictures, then drag and drop them into the program's timeline, trying different video transitions and photo effects. Students should add some text, but mostly let the images and music tell the story. The book trailers should create a sense of suspense and end with some kind of cliffhanger. Once the music, images, and text are in, students should play with different font styles, video transitions, photo effects, text transitions, etc. to create the overall effect they want.

In the final publishing stage, it is very important to save and compress your video properly. Once compressed, the trailer can be posted to YouTube, TeacherTube, a blog or wiki.

#### Related Resources:

Teacher created model book trailers here:

[http://www.youtube.com/watch?v=FbjCw0inl\\_Y](http://www.youtube.com/watch?v=FbjCw0inl_Y)

<http://www.youtube.com/watch?v=bJpkQ1ZUbcw&feature=related>

Very helpful tutorial for Windows Movie Maker here:

<http://www.youtube.com/watch?v=JZXK68NS7gU>

#### Possible extensions or adaptations for different purposes/student needs:

Instead of group projects, book trailers could be individual student projects for independent reading books. Elementary students could use VoiceThread or PhotoStory instead of Windows Movie Maker. At the beginning of the assignment, students could spend time evaluating movie or book trailers on YouTube.

For additional information, contact:

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