

How to Make a Video Book Trailer

Follow these guidelines to create your own book trailer:

1. Find a book that you love. If you truly love it, it will show on the video!
2. Determine what you want to say. What themes can you pull from it? Is there anything unique about the book? What background knowledge would be helpful to comprehend and enjoy this book to its fullest? What makes it interesting for kids? Is there any vocabulary that you may need to preview?
3. Write a script. Offer a hook—and an enticing opening! Give facts and details to build background knowledge. State what you love about the book. Don't give away the ending. And keep it short!
4. Record yourself on video. Always use landscape mode so the video fills the entire television or computer screen. Clear sound is important, so use a microphone if you have one.
5. Include pictures and photos to add interest. When using a Google image search, look for copyright-free images.
6. Include background music. Use the YouTube Audio Library for copyright-free music.
7. Make simple edits using free editing software, such as iMovie or Powtoon.
8. Upload to your YouTube channel. (If you don't have one, you can create one for free.) You will need an online platform for storing and sharing videos.
9. Share your trailer with others: your students, their parents, students of a different grade level, or your entire school community. Tweet it out! Post it on Facebook and/or YouTube!