

TRAINING

Creating a Book Trailer

intofilm.org

Wednesday 17th April 2024
16:30-17:30



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INTO FILM



What we do at Into Film

Stats from 2013–2022

30,000 young people engaged with in-school industry visits

More than **60,000** educators trained

Over **1.2 million** teaching resources downloaded

44,000 students engaged in practical filmmaking activity



Into Film across the UK

OUR PARTNERS

BFI

Bradford Media Literacy Project

Northern Ireland Creative Learning Centres

Subject associations

Our network of CPD practitioners.



Into Film office locations

Edinburgh

Belfast

Salford

Cardiff

London

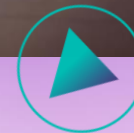
Outcomes for today

Aims

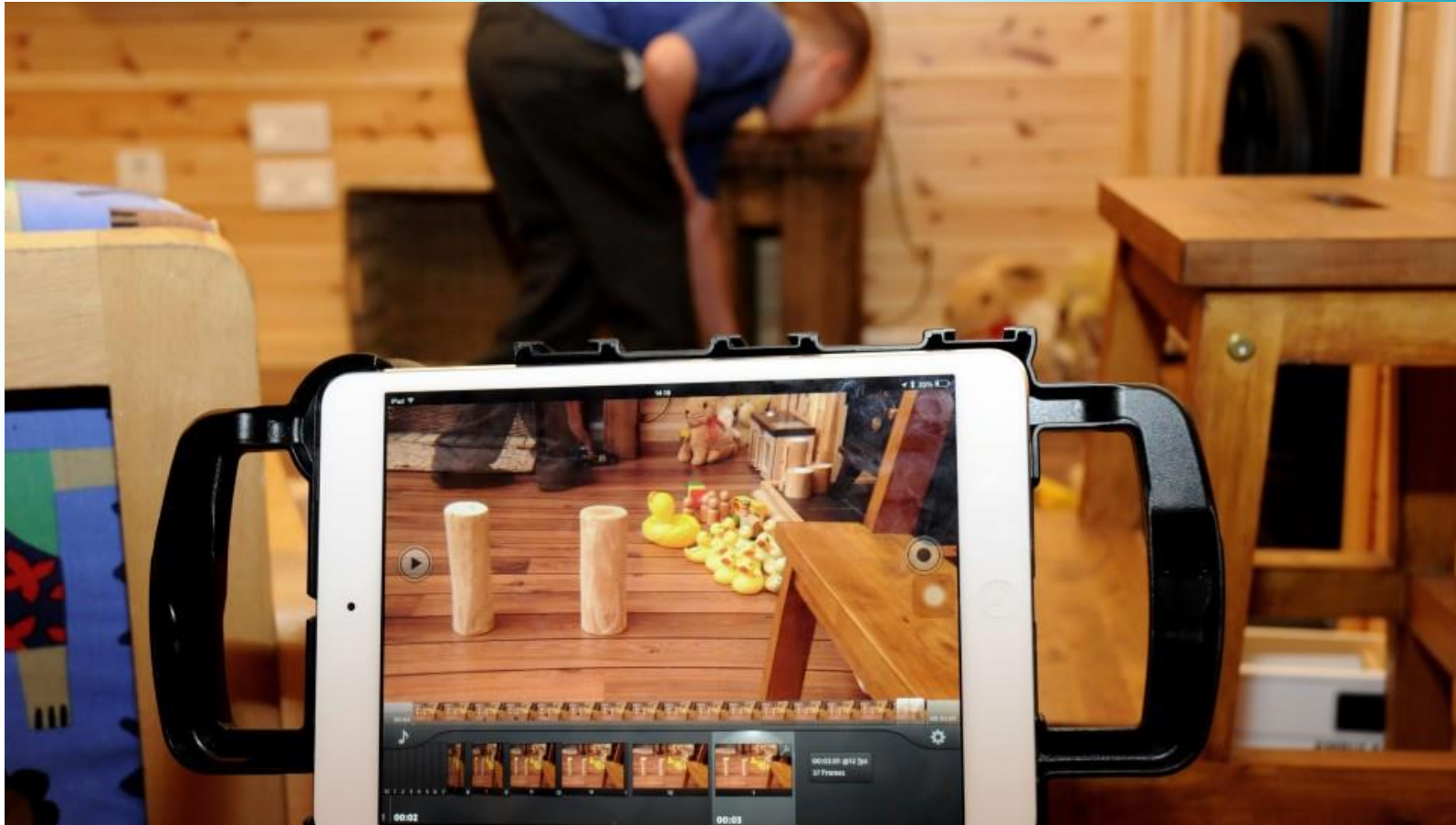
- To explore how trailers persuade people
- To plan and film a persuasive book trailer

Outcomes

- To feel more confident in creating a book trailer with your class.



Book trailers



DISCUSSION

How do authors and publishers get people interested in reading their books?

How do filmmakers get people to go and watch their films?



What is a book trailer?

- ▶ A short video teaser about a book
- ▶ Grabs the reader's attention
- ▶ 30-90 seconds long
- ▶ Has imagery
- ▶ Has audio
- ▶ Has a call to action at the end



Watch the following trailer

1. What information does the trailer give you about the:
 - story?
 - setting?
 - character?
2. Would you want to see this film in the cinema?

Please give reasons for your answer

.



TRAILER

Paddington 2



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Watch the trailer again

- ▶ How is the trailer structured to encourage you to want to see the film?
- ▶ Fill in what you see and hear in the middle column on the **Film trailer structure activity sheet**
- ▶ What changes would have to be made to produce a book trailer?

Activity Sheet Book Reviews and Trailers on Film

Film trailer structure

Film trailer	Example from Paddington 2	Ideas for your own book trailer
Written text		
The set up		
The problem		
The most exciting part		
Information about how to watch it		

Other notes:



YOUTH-MADE TRAILER

Book trailer example

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Planning your book trailer

Fill in the 'ideas for your own book trailer' column on your copy of the **Film trailer structure activity sheet**.

You can also create a storyboard to remind you of your shots when you film your trailer.



Storyboard template

STORYBOARD TEMPLATE



SHOT 1



SHOT 2



SHOT 3



SHOT 4



SHOT 5



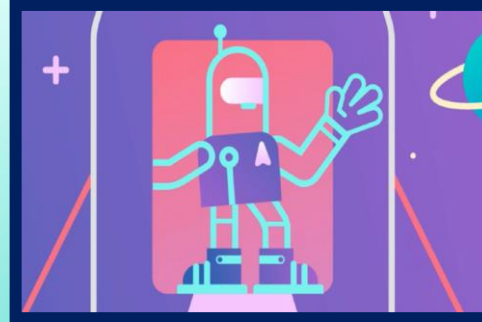
SHOT 6



Camera shot types



**Extreme long/
wide shot**



Long shot



**Medium long
shot**



Mid shot



Close-up



Extreme close-up

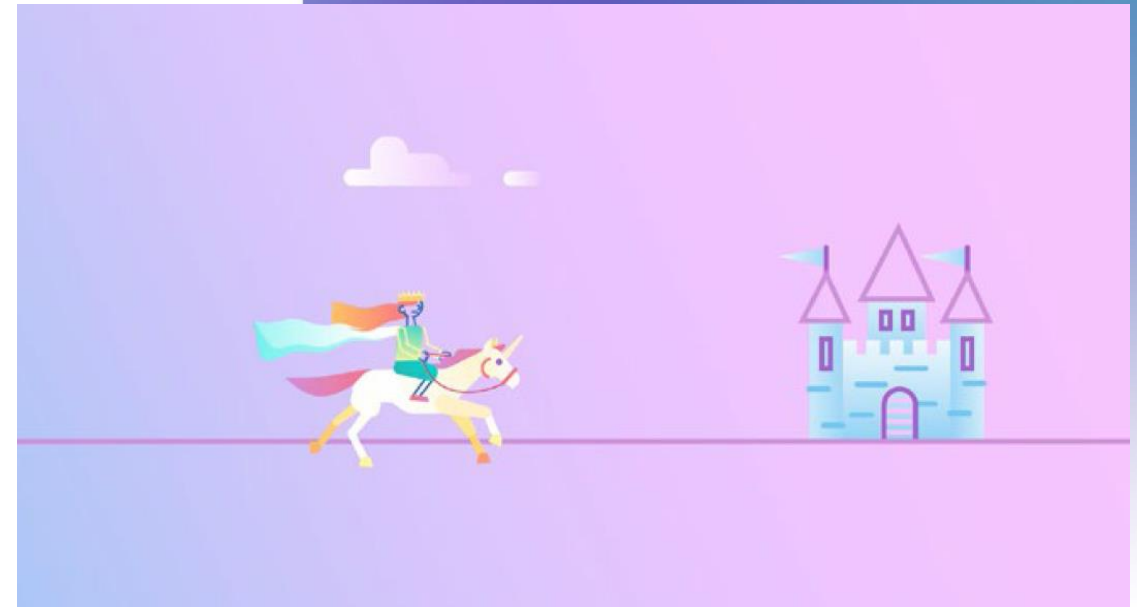
Extreme long/wide shot

Often used at the start of a sequence to establish where the action is taking place.

Shows the main character in context.



The Lord of the Rings: The Fellowship of the Ring © New Line Cinema (2001) All rights reserved.



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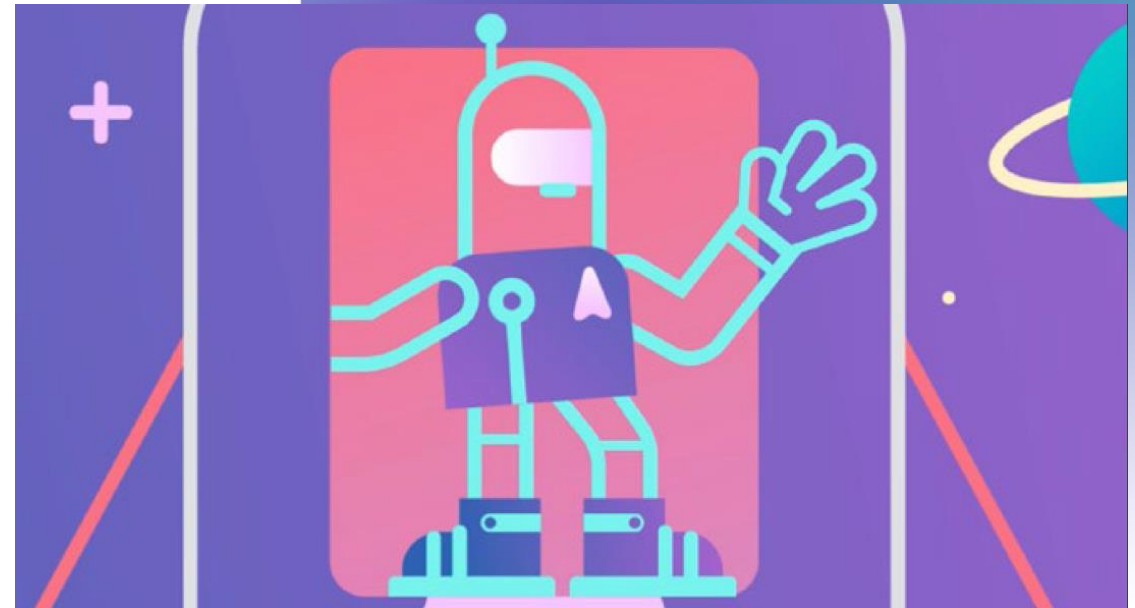
Long shot

Shows the full length of the body from the feet to the top of head.

Used to show a character in relation to their surroundings.



The Lion King © Walt Disney Pictures (1994) All rights reserved.



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Mid shot

Shows the character from the waist to the top of the head.

Used for facial expressions and showing a character in relation to their surroundings.



Close-up

Shows the character from the shoulders to the top of the head.

Used for capturing a character's facial expressions.



Extreme close-up

Where an object, item or body part fills the screen – good for heightening emotion.



Creating your book trailer

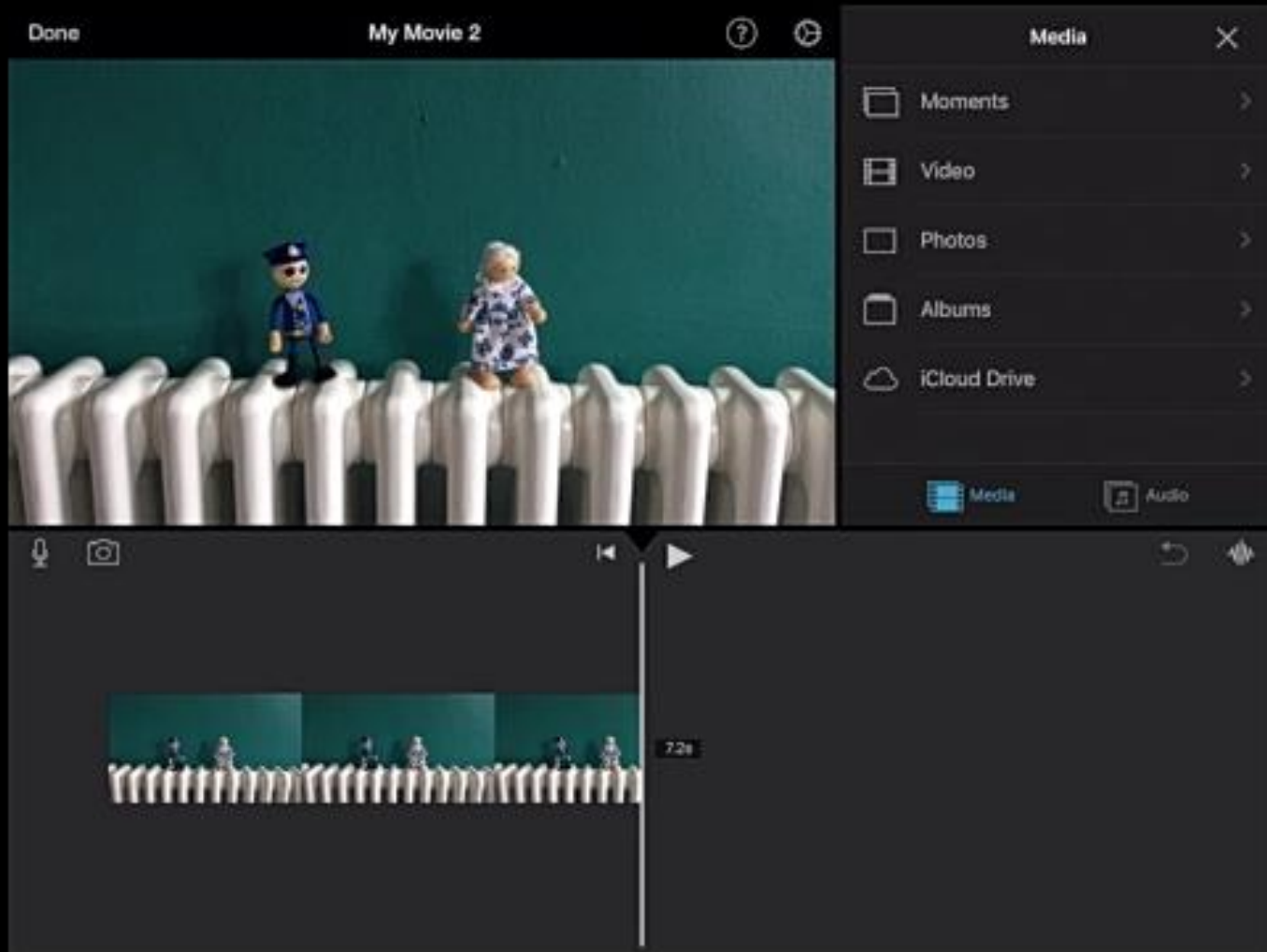
- ▶ Think about the book you want to make a trailer about (age appropriate)
- ▶ Once you have your story board/ camera shot sheet get students to film in small groups. (Think about locations)
- ▶ Use iPads/ tablets or cameras
- ▶ Allow them enough time to get all the shots they need
- ▶ Think about sound and adding sound



Editing your book trailer

You can do all the following – and more – with free apps like iMovie (Apple) and InShot (Android):

- ▶ Add clips together
- ▶ Trim clips
- ▶ Re-arrange clips
- ▶ Add transitions
- ▶ Remove/add audio
- ▶ Add titles and text
- ▶ Add filters
- ▶ Add soundtrack



VIDEO

Editing with iMovie

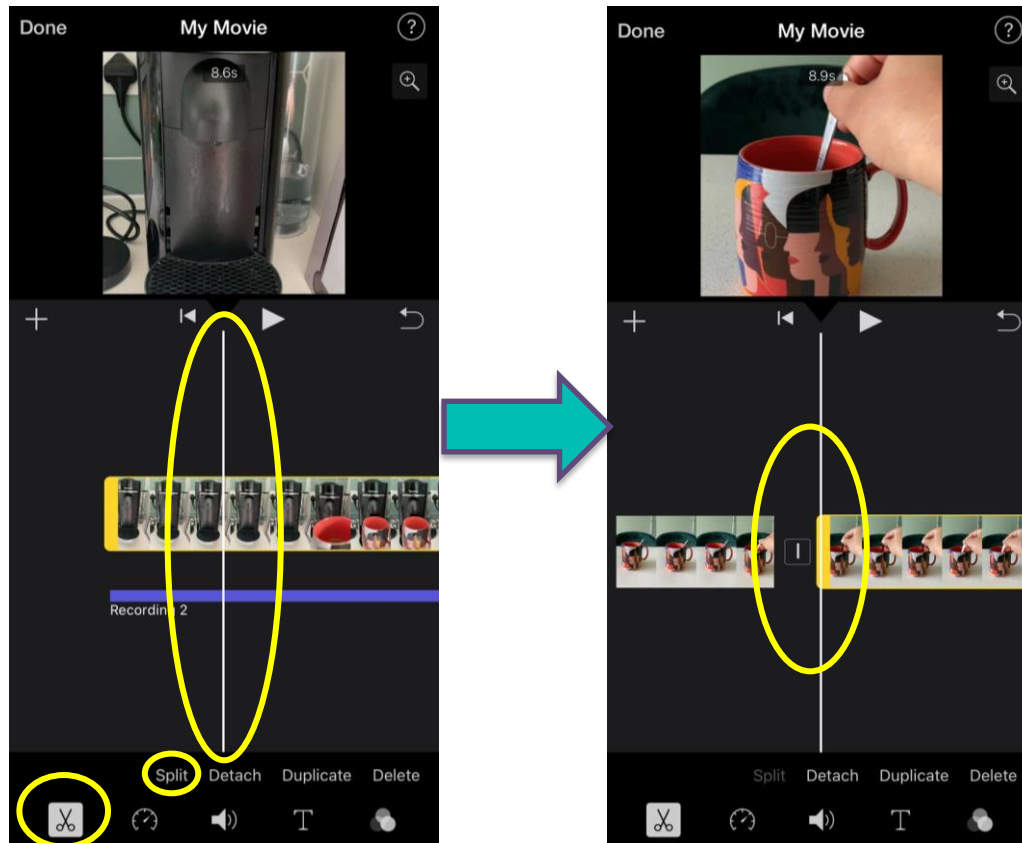
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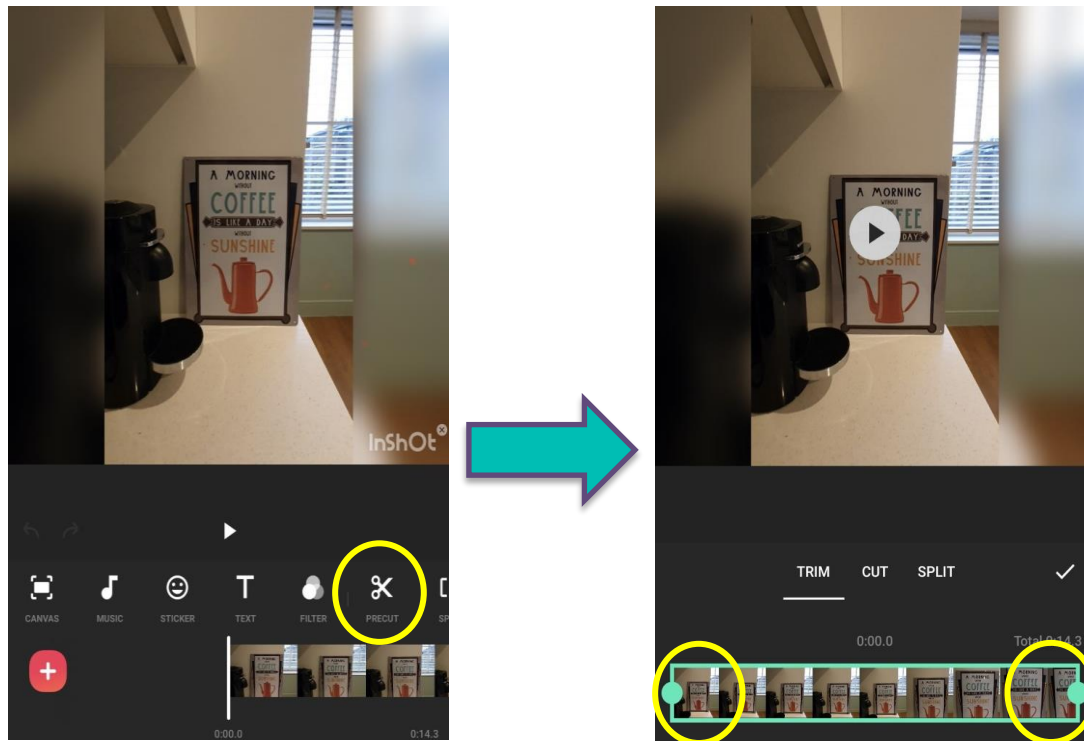
Trim, cut and split your clips

iMovie



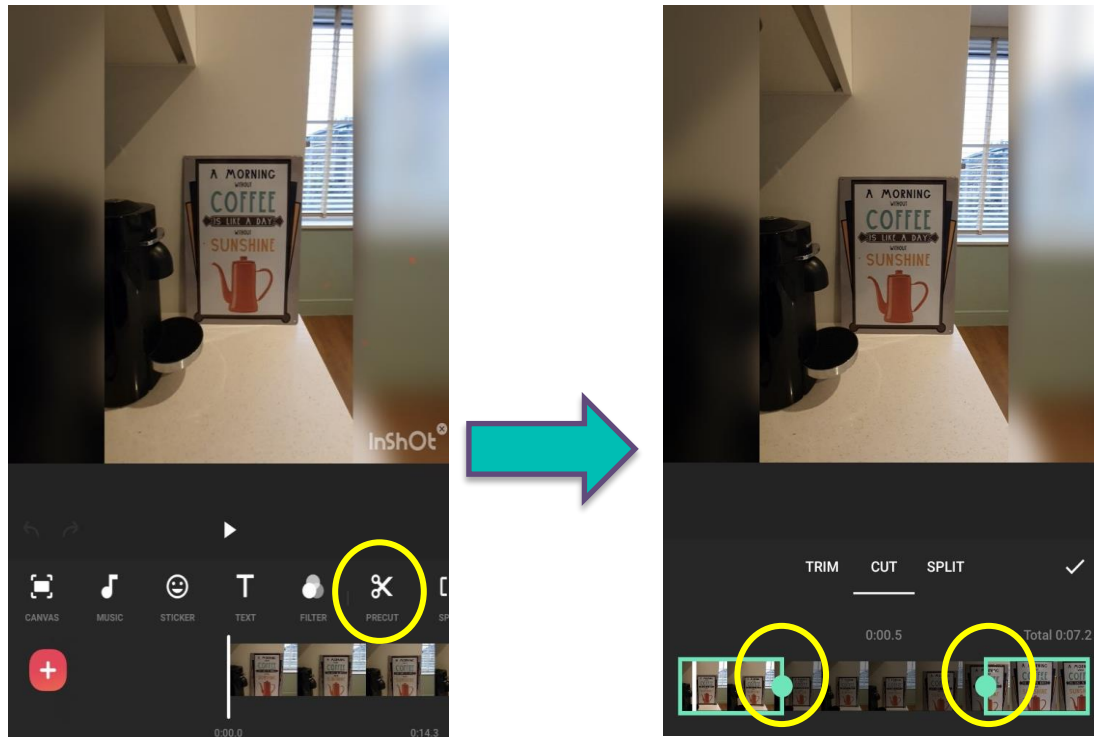
Trim, cut and split clips

InShot



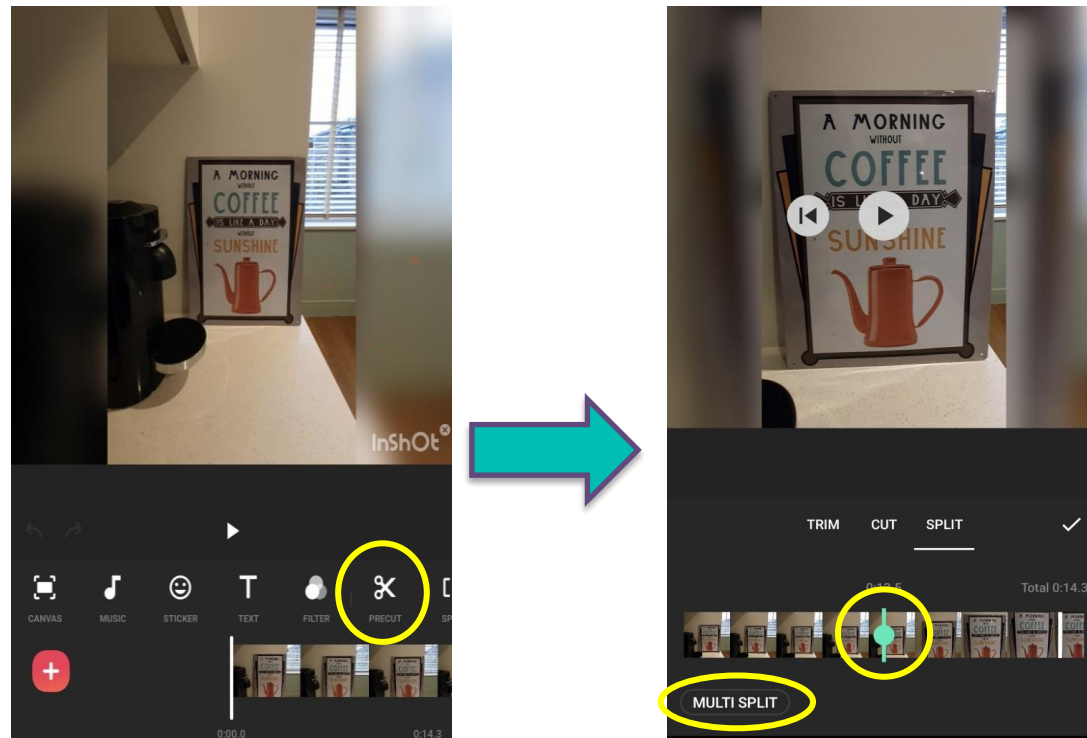
Trim, Cut and split your clips

InShot



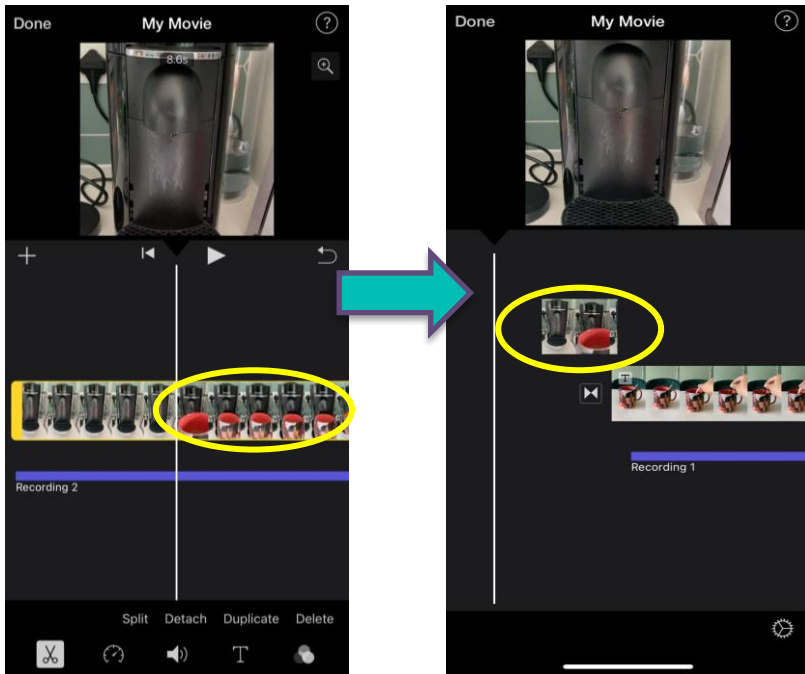
Trim, cut and **Split** your clips

InShot

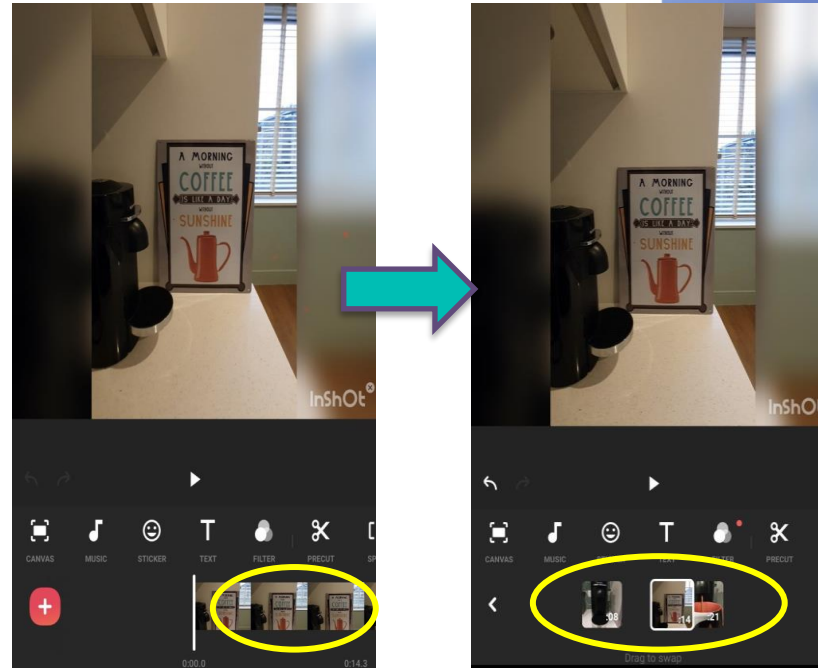


Re-arrange clips

iMovie



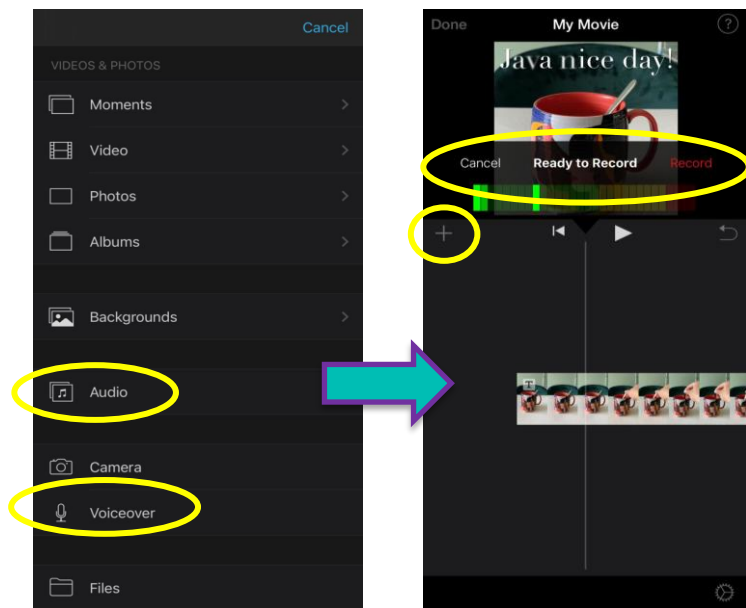
InShot



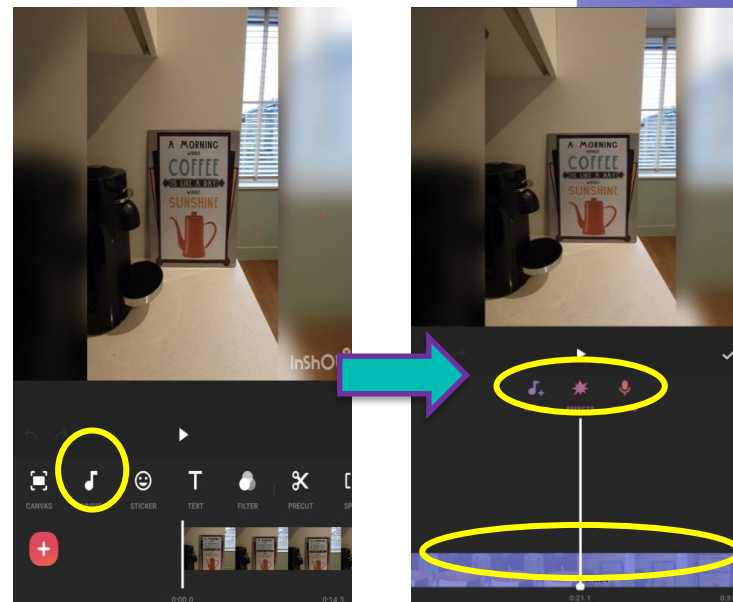
Adding extra sounds

You can add a range of sounds to enhance your film, such as soundtrack, dialogue, sound effects or Foley sounds.

iMovie



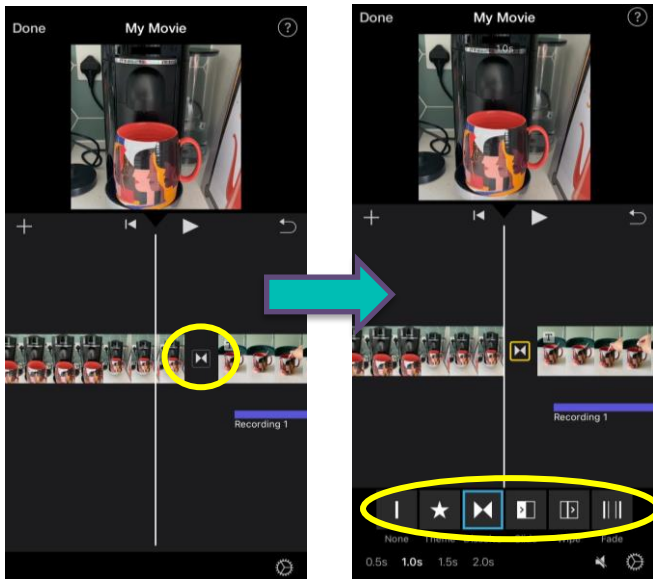
InShot



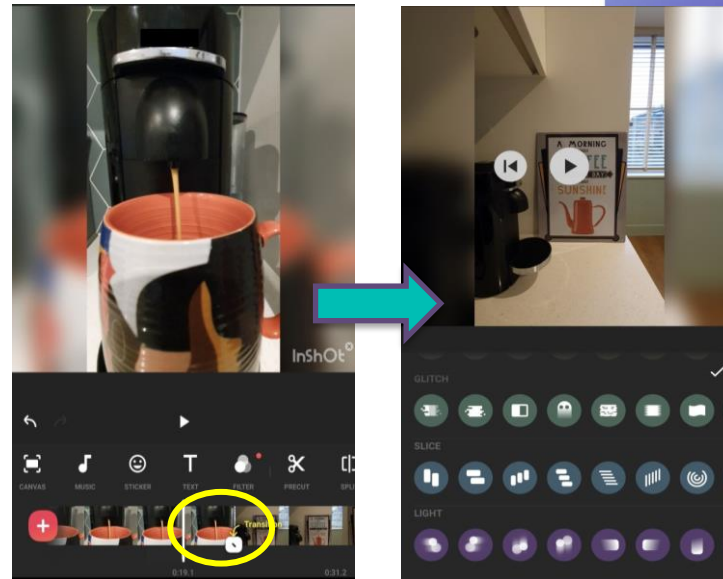
Add transitions between clips

You can improve the 'flow' and make your film appear more seamless is by adding transitions between shots.

iMovie

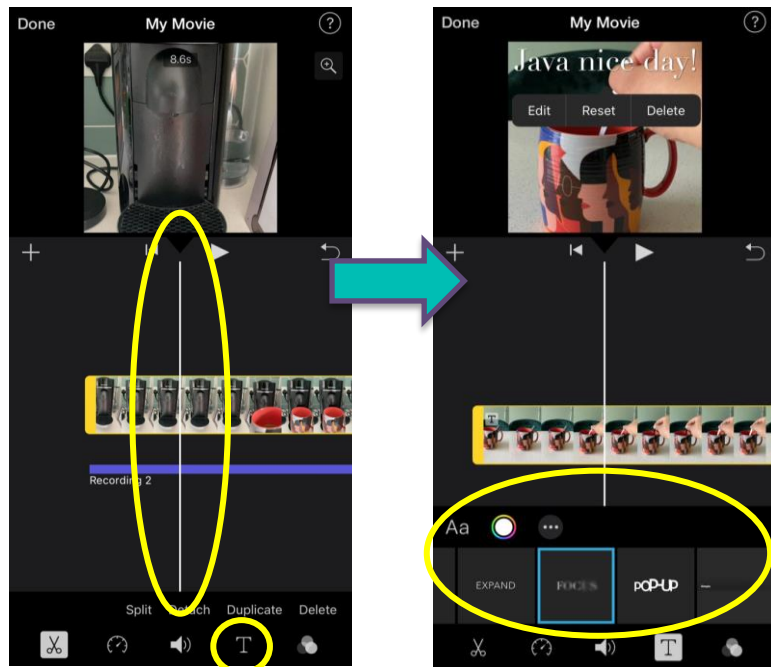


InShot

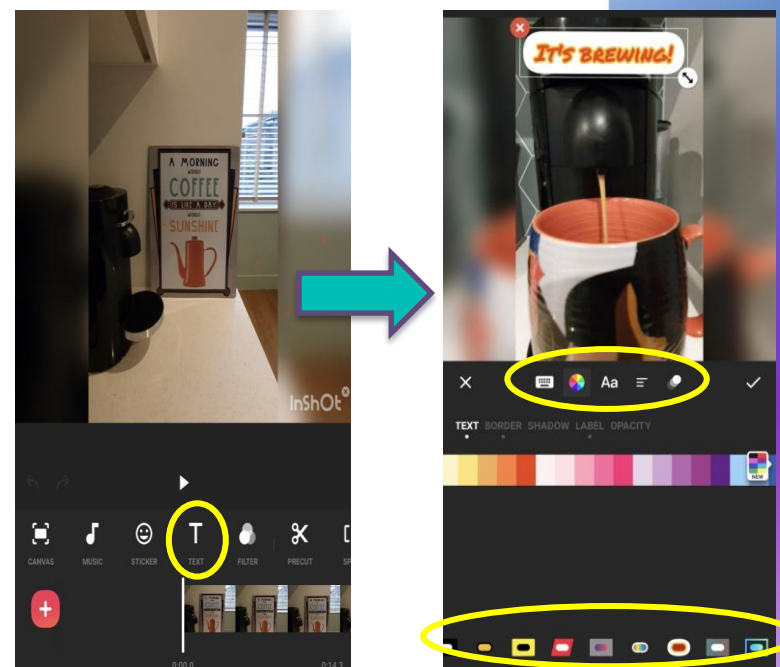


Add titles and text

iMovie



InShot



Looking ahead

- ▶ What have you taken away from today's session?
- ▶ What has been most useful?
- ▶ What might you try out first?
- ▶ What might you need to adapt?

Into Film+



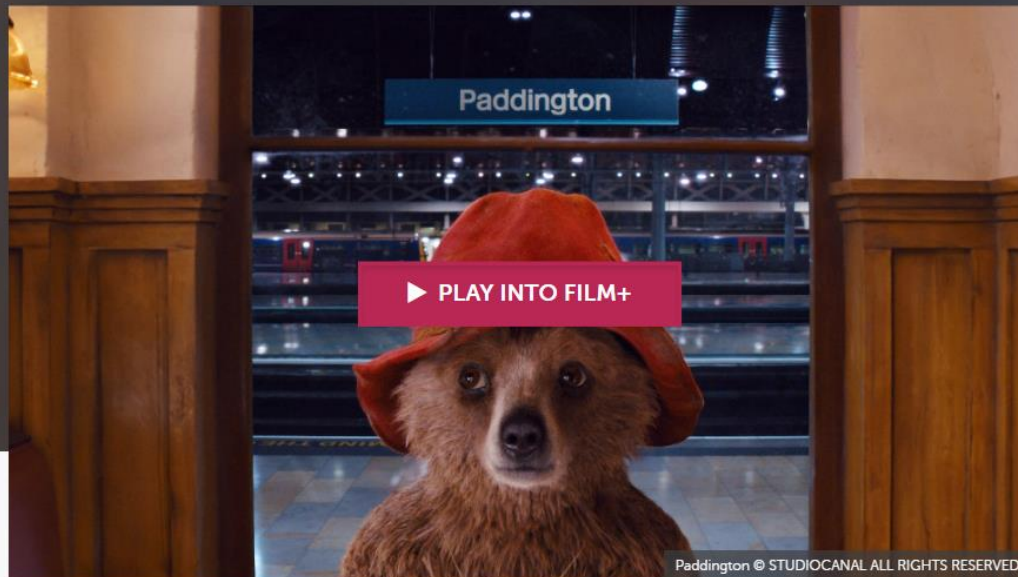
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PADDINGTON



YEAR
2014

DURATION
91 MINUTES

GENRES
COMEDY, FAMILY

LANGUAGE
ENGLISH

 **Certificate**

 [PLAY INTO FILM+](#)

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Want to learn more?

Explore the free courses available on our online learning platform.

Learn more about using film and filmmaking for learning and engage with educators from across the UK.



The screenshot displays the INTO FILM online learning platform interface. On the left, there is a purple header with icons for a pencil, a red circle, and a clapperboard. Below this is a central image of two young boys in school uniforms, one pointing at the other's head. To the right of the image is a white sidebar with the course title "Introduction to Filmmaking for Primary Literacy" and a progress indicator "2 / 5 steps completed". Below the title are two buttons: "RESUME WHERE YOU LEFT OFF" (in red) and "START" (in white). A list of course modules follows, each with a play icon and duration:

- Inspire learning through filmmaking (00:34) Video
- Why filmmaking for literacy? Lesson
- What is Shoot and Screen? (01:36) Video
- Creating your own Shoot and Screen film (00:52) Video
- Introduction to a key filmmaking framework (02:17) Video
- Summary and reflection Lesson

At the bottom of the main content area, there is a button that says "Click Start to begin".

Filmmaking competitions

Our filmmaking competitions are open to young people across the UK aged 5-19.

- ▶ **Film of the Month:** Rewards films of any genre, exploring any theme.
- ▶ **Curricular Film of the Month:** Celebrates films created specifically to support curriculum learning.
- ▶ **Into Film Awards:** Showcases and rewards the best in youth school and community filmmaking at an annual event.



Careers in Film

Are your students interested in a career in the screen industries?

Visit our [Careers in Film hub!](#)



It was great to see Laura in action on set in the animation. The session was so well structured, and we were delighted to have had many questions answered.'

- Teacher, Hillside school Aberdeenshire



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www.intofilm.org/resources

www.intofilm.org/training

Social Media

Facebook: Into Film

Twitter: @intofilm_edu



More from Into Film

Contact your regional coordinator:

Avronne Edwards

avronne.edwards@intofilm.org

Other training we provide:

Mindfulness

Animation

Literacy

Careers in Film



Thank you

We hope you enjoyed this session.

Before you go, we'd be grateful if you could complete a short survey to share your feedback.



<https://intofilm.tfaforms.net/4972896>