

Book Trailers:

Essential Question: How can I convince others to read a book using windows movie maker?

1. Read the book
2. Create a list of words from the book—play word association. The words could be places, people, things, emotions, atmosphere, theme...for example; in the Jenna Fox video the color blue was prominent in the book (blue gel) so the designer of the book trailer used the color blue for backgrounds in the slides.
3. Determine what theme you want to express in your book trailer. Remember not to give away the ending.
4. Look for free images from:
 - a. Wikimedia: <http://wikimedia.org/>
 - b. Galileo: <http://www.galileo.usg.edu/>
 - c. Library of Congress American Memory Project: <http://memory.loc.gov/ammem/index.html>
 - d. Library of Congress Prints & Photographs Reading Room: <http://www.loc.gov/rr/print/catalog.html>
 - e. Clipart.com: <http://www.clipart.com/en/>
5. Look for sounds from:
 - a. WavSource.com: <http://www.wavsource.com/sfx/sfx.htm>
 - b. Soundzabound: <http://www.soundzabound.com/> (you will need a password to visit this site—we pay for it)
 - c. Royalty Free Music: <http://www.royaltyfreemusic.com/free-music-clips.html>
 - d. Sound effects from Partners in Rhyme: <http://www.partnersinrhyme.com/pir/PIRsfx.shtml>
6. Make sure you note your sources. Open and save a word document to list your sources. You will be adding this list to your credits.
7. Save your images, sounds, and word document listing your sources in a folder on your H drive.
8. Plan the order in which you will use the images and sounds.
9. Experiment with windows movie maker and begin adding your images, sounds, and credits.

RUBRIC:

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete	Points
Relevance of content to book being presented	Conveys themes relating to the book, presented in a logical order, without giving away too much information	Conveys themes relating to the book but not well organized or gives away the ending	Conveys themes relating to the book but in no specific order	Does not express the themes or main points of the book	
Use of photos, graphics, and sound	All of the images, graphics, and sounds enhance the content and create interest Image and sound quality are high quality and appropriate. Audio and video work together instead of one overpowering the other	Most of the images, graphics, and sounds chosen contribute to overall understanding and create interest. Most of the images and sounds are high quality, with background audio in balance	A few of the images, graphics, and sounds are inappropriate for the content and do not create interest. Some of the images and sounds are not high quality.	Images and sounds are inappropriate and detract from the whole. Images and sounds are not high quality. Spelling errors exist in the captioned slides.	
Layout and text elements	Fonts chosen are well-sized and easy-to-read Consistent format for the entire project Background, colors, and layout are consistent Transitions flow smoothly	Sometimes the typography is easy-to-read but in a few places the fonts or size do not enhance readability. Minor format inconsistencies shift attention from the main idea Background, colors, and	Typography is difficult to read and a variety of fonts are used Some formatting is either under-utilized or over-utilized to decrease viewers' attention Background colors and	Text is difficult to read due to inappropriate use of fonts, size Much of the formatting is under-utilized or over-utilized Background colors and layout are unattractive	

	Entire book trailer is from 2-3 minutes	layout are consistent For the most part, transitions flow smoothly Book trailer is a bit short or long	layout are distracting Transitions are distracting Book trailer more than 20 seconds too short or too long	and difficult to read Transitions are non-existent or detract from the work Book trailer is too short or too long to hold viewer's attention or convey the themes of the book	
Fair Use Guidelines	Fair use guidelines are followed with proper use of citations in credits and all sources are used legally.	Most of the source information is cited with proper citations	A couple of the sources are cited	The sources of images and sound are not cited or are not used with permission.	

Standards:

ELA9RL1: The student demonstrates comprehension by identifying evidence and using this evidence as the basis for interpretation, ELA9RL2: The students identifies, analyzes, and applies knowledge of them in literary works from various genres and provides evidence from the works to support understanding.

Georgia Information Processing Skills:

- 10. Draw conclusions and make generalizations
- 15. Determine adequacy and/or relevance of information

National Information Literacy Standards for the 21st Century Learner:

- 1-Inquire, think critically, and gain knowledge: 1.1, 1.22, 1.2.3, 1.3, 1.4
- 2-Draw conclusions, make informed decisions, apply knowledge to new situations, and create new knowledge 2.1, 2.14, 2.1.6
- 3-Share knowledge and participate ethically and productively as members of our democratic society 3.1.4, 3.1.6, 3.2.1,
- 4-pursue personal and aesthetic growth 4.1, 4.1.3, 4.1.8