

## A Book Trailer Odyssey

Journey to the Digital Future

ILF Conference, November 2011  
Colette L. Huxford, Library Media Specialist  
Shenandoah High School & Middle School  
<http://www.shenandoah.k12.in.us>  
[chuxford@shenandoah.k12.in.us](mailto:chuxford@shenandoah.k12.in.us)

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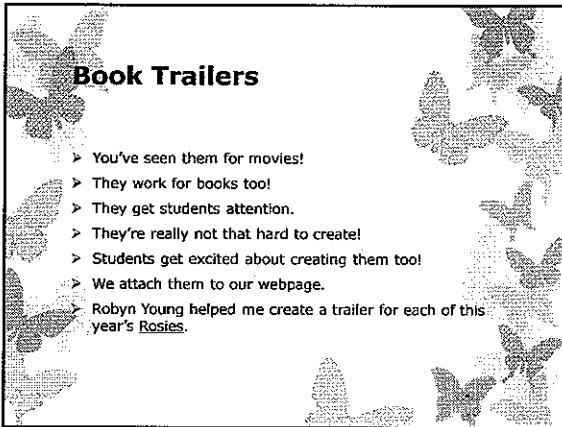
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## Book Trailers

- You've seen them for movies!
- They work for books too!
- They get students attention.
- They're really not that hard to create!
- Students get excited about creating them too!
- We attach them to our webpage.
- Robyn Young helped me create a trailer for each of this year's Rosies.

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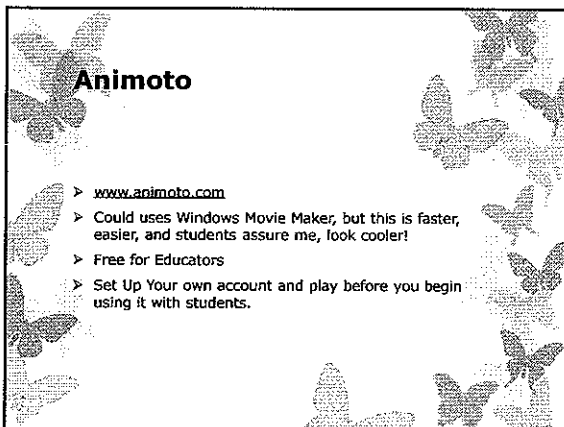
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## Animoto

- [www.animoto.com](http://www.animoto.com)
- Could uses Windows Movie Maker, but this is faster, easier, and students assure me, look cooler!
- Free for Educators
- Set Up Your own account and play before you begin using it with students.

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### Things to Consider

- > Covers from Books A Million– simpler than Amazon.
- > Succinct Wording– you only have 22 lines, 30 lines.
- > Need to use Public Domain Photos/ Labeled for Reuse
  - creativecommons.org
  - commons.wikimedia.org
  - Flickr- Advanced Image Search
  - Google- Advanced Image Search
  - Photobucket- all images are labeled for reuse
  - (Students may fight you a bit here; they want to use what they want to use.)
- > Have to be .jpg or .gif; .bitmap will not work in Animoto.
- > Gimp and Picknik will change bitmap to jpeg or gif.
- > Publisher, Copyright

Use as appropriate  
All images, regardless of license, require attribution  
Some images require a mark. Conditions might apply. Stock photo  
Add link to images labeled for  
CC-BY-NC-ND  
Attribution

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### Animoto with Students

- > You will receive a Code, effective for 180 days. Then you simply reapply and get a new code and update student accounts.
- > Can set up to 50 student accounts.
- > Set up a dummy email on gmail.
- > Keep a record of what you assign to students.
- > That way I can access their accounts to post their trailers.
- > [shslibrarymedia+1@gmail.com](mailto:shslibrarymedia+1@gmail.com)
  - +1, +2, +3, +4, etc.
  - Password- radier1112 (our mascot & the school year)
  - Need Students' Names
  - Need Students' Birthdays

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### Prep Work for Students

- > I have a page with links for them.
- > This year I created a worksheet for students. Requiring them to fill it out ahead of time made a huge difference.
- > Getting the publisher and copyright.
- > Writing down character names and exact locations.
- > Generating a list of images they hoped to find.
- > [Student Animoto Worksheet & Rubric](#)

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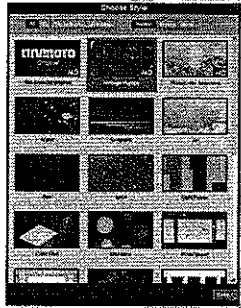
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### Creating Your Trailer

- First step, choose a background.
- Pictures- Can upload from Facebook, your computer, Animoto itself. Have your cover from Books A Million.
- Music- I use what is available on Animoto, so I don't have to worry about copyright issues.
- Add Text Boxes.



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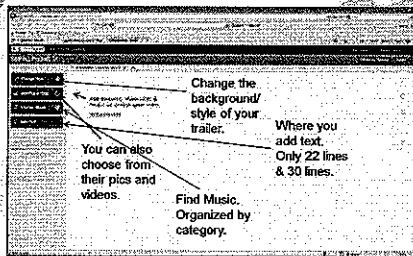
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### Storyboard/Creation Space



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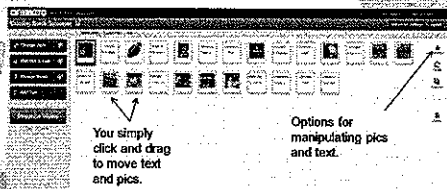
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### A Trailer in Progress



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## Animoto Worksheet

Book Title: \_\_\_\_\_  
Author: \_\_\_\_\_  
Publisher: \_\_\_\_\_  
Copyright: \_\_\_\_\_

1. I am sure there were several conflicts in your story. List some of them. What conflict(s) will you illustrate with your trailer
2. What characters do you want to include and why? Write down their names.
3. What is the setting? (Rural, urban, a specific place, a geographic location—river, mountains, etc.) How could you illustrate that?
4. List some pictures/images you hope you can find to include in your trailer.
5. I find that I often end my book trailers with a question. What are some possible questions you could leave your viewers with?

## **Animoto Rubric**

Like when you write a paper, you must give credit for where your pictures come from. The copyright on the picture needs to be open for re-use, also called “public domain.” So if you use Google Images, you need to do an Advanced Image Search, and chose images labeled for reuse. The same thing with Flickr. You can also use [www.creativecommons.org](http://www.creativecommons.org) or [www.commons.wikimedia.org](http://www.commons.wikimedia.org). These 2 webpages only contain images that are licensed for re-use. Animoto also has a few stock images you can use.

### Things to Make Sure You Include

#### The Show:

- \_\_\_\_\_ 1-3 minutes long
- \_\_\_\_\_ Book Cover--1 at beginning
- \_\_\_\_\_ Book Cover—1 at end
- \_\_\_\_\_ At Least 4 pictures
- \_\_\_\_\_ At Least 4 text boxes
- \_\_\_\_\_ Main Character’s Name Somewhere
- \_\_\_\_\_ Setting: Some Sense of it, either with a picture, like a city or a river, or with an actual location name like Chicago, China, etc.

#### Credits Should Be at the End & Include 1 Text Box for Each & in This Order:

- \_\_\_\_\_ Read (Book Title) by (Author)
- \_\_\_\_\_ Created By (Your Name)
- \_\_\_\_\_ Publisher, Copyright
- \_\_\_\_\_ Images from and name of website or sites
- \_\_\_\_\_ Sounds from and name of website, if not just from Animoto

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- Publisher, Copyright

Usage rights:

- All images, regardless of license labeling
- Only images labeled for reuse. Conditions might apply. [More info](#)  
Also limit to images labeled for:
  - Commercial use
  - Modification

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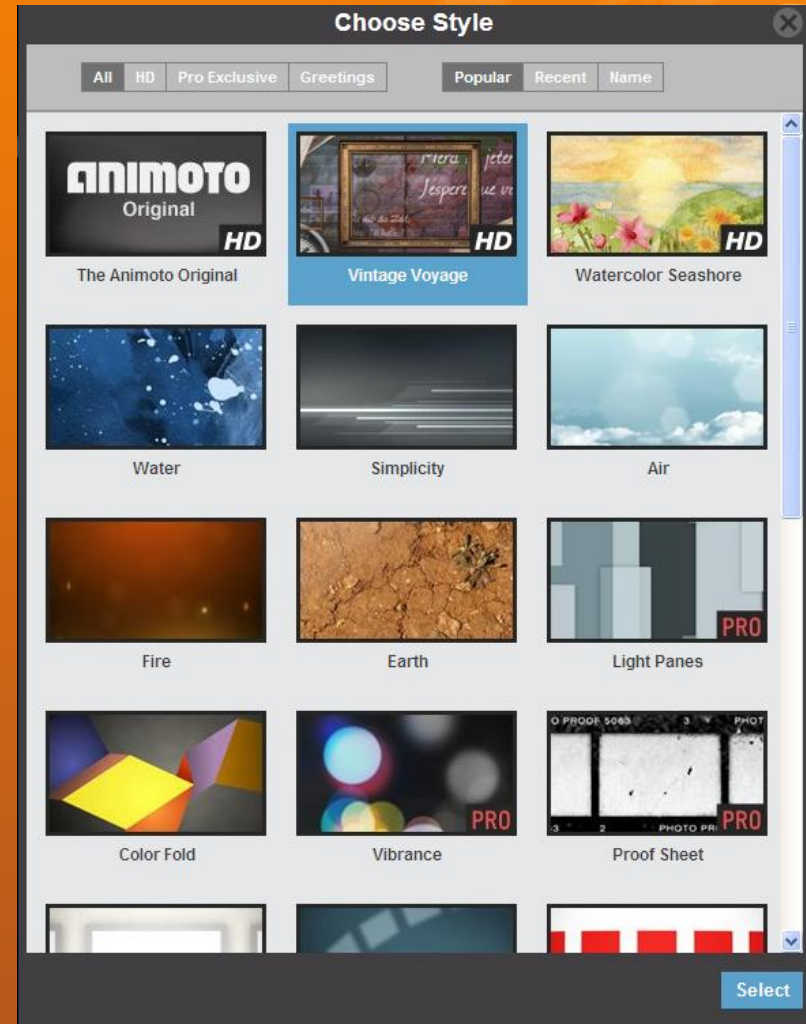
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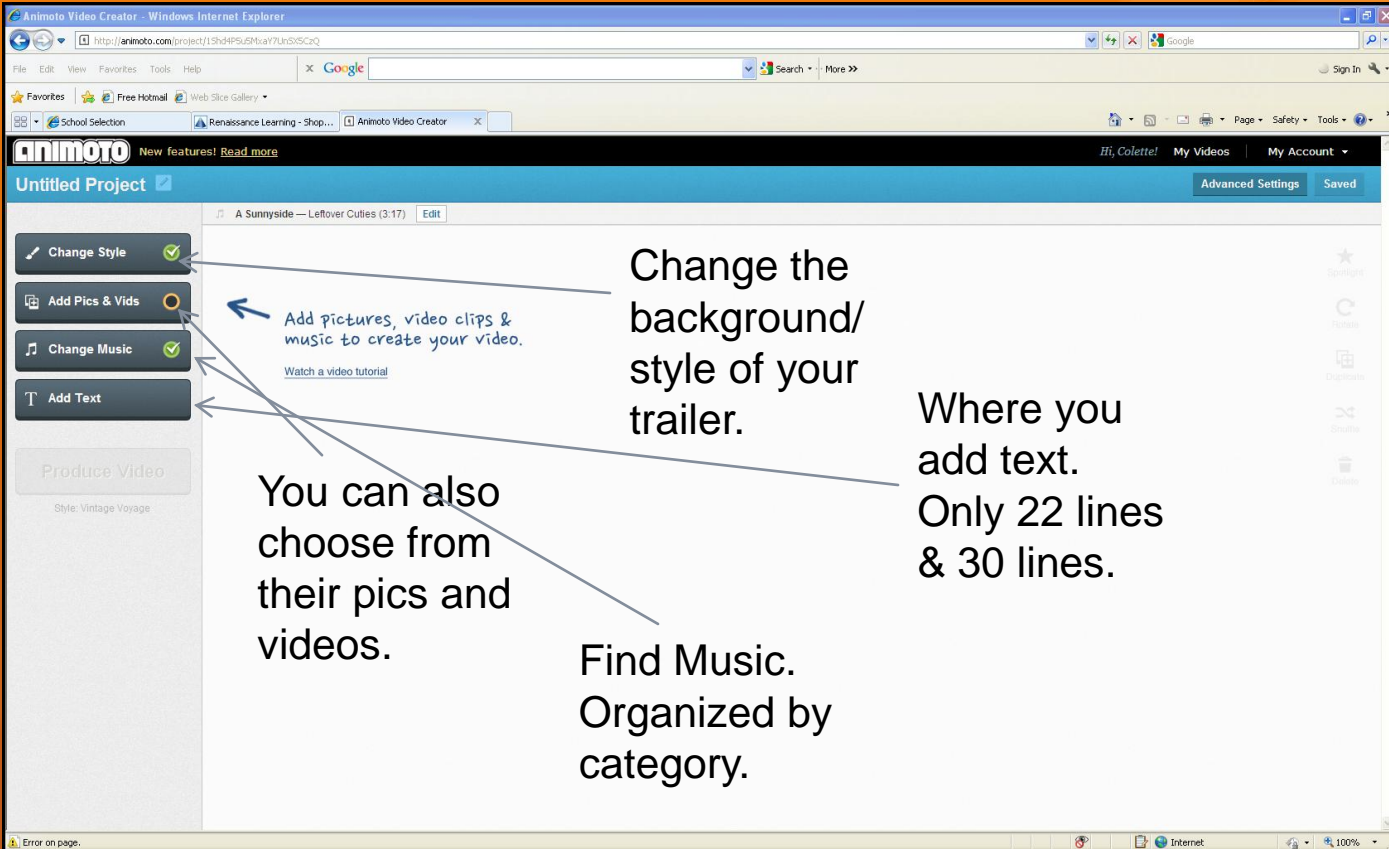
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# Storyboard/Creation Space



The screenshot shows the Animoto website interface. On the left, there is a sidebar with four main buttons: 'Change Style' (with a green checkmark), 'Add Pics & Vids' (with a yellow circle), 'Change Music' (with a green checkmark), and 'Add Text' (with a 'T' icon). Below these is a 'Produce Video' button and a 'Style: Vintage Voyage' dropdown. The main content area is titled 'Untitled Project' and shows a storyboard for 'A Sunnyside — Leftover Cullies (3:17)'. A blue arrow points from the 'Add Pics & Vids' button to a text box that says 'Add pictures, video clips & music to create your video.' with a link to 'Watch a video tutorial'. Other annotations include: 'Change the background/style of your trailer.' pointing to the 'Change Style' button; 'Where you add text. Only 22 lines & 30 lines.' pointing to the 'Add Text' button; and 'You can also choose from their pics and videos.' pointing to the 'Add Pics & Vids' button. At the bottom, there is an 'Error on page.' message.

Change the background/style of your trailer.

Where you add text. Only 22 lines & 30 lines.

You can also choose from their pics and videos.

Find Music. Organized by category.

Add pictures, video clips & music to create your video.  
[Watch a video tutorial](#)

# A Trailer in Progress

The screenshot displays the Animoto web interface for creating a video trailer. At the top, the Animoto logo is visible with the text "New features! Read more". The user's name "Hi, Colette!" and navigation links for "My Videos" and "My Account" are in the top right. The main title of the project is "Coming Back Stronger". Below the title, there are buttons for "Advanced Settings" and "Saved". The central workspace shows a grid of video thumbnails, with the first one selected. A left sidebar contains control buttons: "Change Style", "Add Pics & Vids", "Change Music", and "Add Text", each with a checkmark. A large green "Produce Video" button is at the bottom of the sidebar. A right sidebar contains icons for "Spotlight", "Rotate", "Duplicate", "Share", and "Delete". A blue arrow points from the text "Options for manipulating pics and text." to the "Spotlight" icon. Two white arrows point from the text "You simply click and drag to move text and pics." to two thumbnails in the main grid.

**Change Style** ✓

**Add Pics & Vids** ✓

**Change Music** ✓

**Add Text**

**Produce Video**

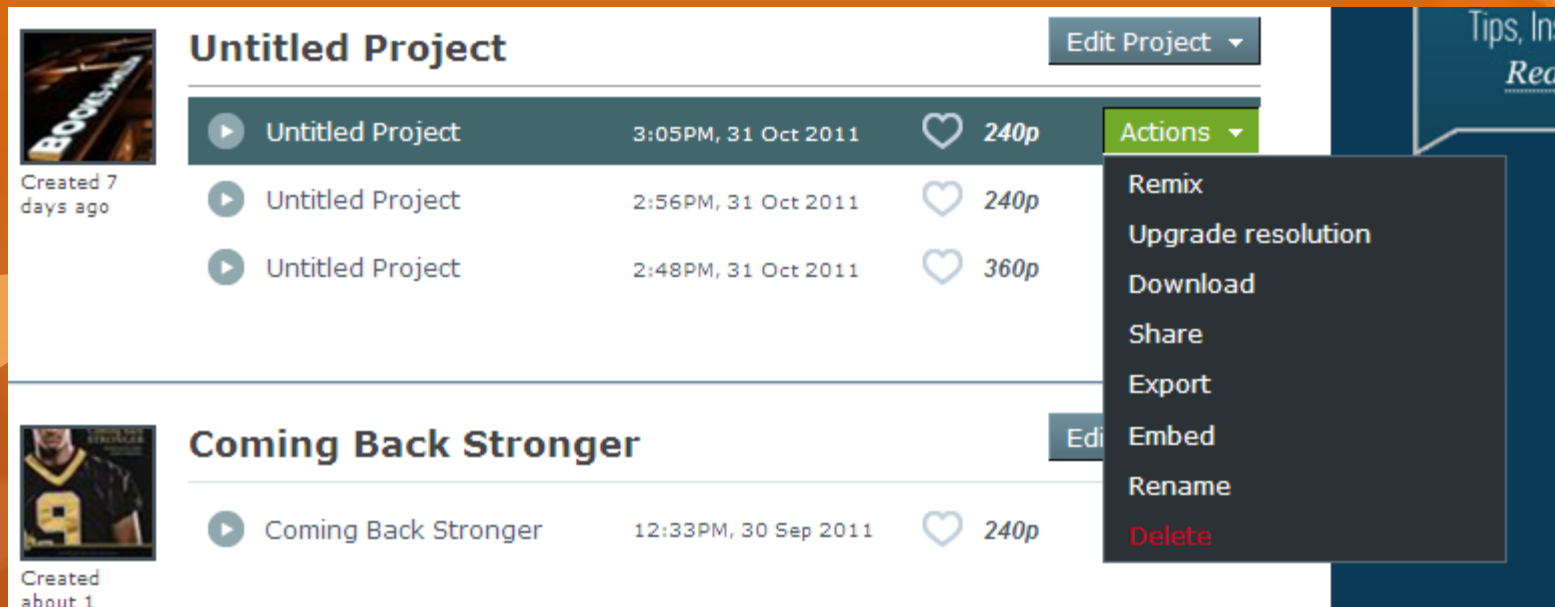
Style: Simplicity  
Pics, vids, text, [25]

**You simply click and drag to move text and pics.**

**Options for manipulating pics and text.**

# Finishing Details

- You will often produce your video several times.
- You can always go back and Edit.
- To get it on your webpage, you Share the Link.
- You can also email it to people.
- I eventually download it to my computer or a flash drive as well.



The screenshot displays a video management interface with two project sections. The first section, titled "Untitled Project", includes a thumbnail of a "Booster" sign, a "Created 7 days ago" timestamp, and a table of three video entries. The second section, titled "Coming Back Stronger", includes a thumbnail of a football player, a "Created about 1" timestamp, and a table of one video entry. An "Actions" dropdown menu is open over the first "Untitled Project" entry, listing options: Remix, Upgrade resolution, Download, Share, Export, Embed, Rename, and Delete. The interface also features "Edit Project" and "Edit" buttons for each section.

Project Name	Duration	Date	Resolution
Untitled Project	3:05PM	31 Oct 2011	240p
Untitled Project	2:56PM	31 Oct 2011	240p
Untitled Project	2:48PM	31 Oct 2011	360p

Project Name	Duration	Date	Resolution
Coming Back Stronger	12:33PM	30 Sep 2011	240p





# Sharing Your Trailer




## Share this video

Send your video via email or post it directly to social networks.

[Connect](#) Connect your account to post this video directly to a friend's wall

▼ **Post to another site**  
For a completely unbranded sharing experience, [go Pro](#).

 Facebook  MySpace  Twitter  Blogger

 Posterous  WordPress  Tumblr [More Services...](#)

▶ **Share the link**

▶ **Email the link**

If you're having trouble sharing your videos, check our [help resources](#) for answers to common problems.

You have several options here.  
Sharing the link.  
Emailing the link. I have never tried to post it to another site.

▼ **Share the link**

This link goes to this video's page on Animoto.com.

[Copy Link](#)

# Continuing the Fun

The screenshot shows the Animoto website interface. At the top, there is a navigation bar with the user's name "Hi, Colette!", links for "My Videos" and "My Account", and a "Create Video" button. Below the navigation bar is the "My Videos" section, which includes a "Sort projects by:" dropdown menu with options for "Name" and "Date Created". The main content area displays a list of video projects, each with a thumbnail, title, creation date, and duration. The projects are:

- Untitled Project** (Created 5 days ago): This project is in progress. Continue →
- Untitled Project** (Created 7 days ago):
  - Untitled Project (3:05PM, 31 Oct 2011) 240p
  - Untitled Project (2:56PM, 31 Oct 2011) 240p
  - Untitled Project (2:48PM, 31 Oct 2011) 360p
- Coming Back Stronger** (Created about 1 month ago):
  - Coming Back Stronger (12:33PM, 30 Sep 2011) 240p
- Where She Went** (Created about 1 month ago):
  - Where She Went (12:46PM, 13 Oct 2011) 240p
  - Where She Went (1:25PM, 27 Sep 2011) 240p

On the right side of the interface, there is a sidebar with the text: "Play, organize, and share your videos. Visit our guide to learn more." Below this is a box for "The Animoto Blog" with the text "Tips, Insights, News. Read now »".

As you create more and more trailers, you will access them through the My Videos link near the top, right.

You can also click on Create Video when you are ready for a new Trailer!

# Elio & Rosewater 2012-13



Amy & Roger's Epic Detour  
Because I Am Furniture  
Before I Fall  
Blue Plate Special  
Bruiser  
Coming Back Stronger  
The Demon King  
Dirty Little Secrets  
Five Flavors of Dumb  
Hold Me Closer, Necromancer  
Incarceron  
Jane  
The Last Thing I Remember  
Lost  
Matched  
The Other Wes Moore  
Pop  
Pull  
Revolution  
Ship Breaker  
Split  
What Can't Wait  
Will Grayson, Will Grayson  
Yummy

Matson, Morgan  
Chaltas, Thalia  
Oliver, Lauren  
Kwasney, Michelle  
Shusterman, Neal  
Brees, Drew  
Chima, Cinda Williams  
Omololu, C.J.  
John, Antony  
McBride, Lish  
Fisher, Catherine  
Linder, April  
Klavan, Andrew  
Davis, Jacqueline  
Condie, Ally  
Moore, Wes  
Korman, Gordon  
Binns, B.A.  
Donnelly, Jennifer  
Bacigalupi, Paolo  
Avasthi, Swati  
Perez, Ashley Hope  
Green, John  
Neri, G.

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Binns, B.A.  
Donnelly, Jennifer  
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Avasthi, Swati  
Perez, Ashley Hope  
Green, John  
Neri, G.