

CREATE A BOOK TRAILER PROJECT

Be the Director! Let your imagination and creativity run free as you create book trailers for Shelley Pearsall's newest book, *Things Seen From Above*! Selected trailers will be featured on Shelley's website and social media.

Here are the only guidelines you need to follow:

- 1.) Time limit: Trailers should run between 1 – 2 minutes (maximum: 2.25 minutes)
- 2.) The front book cover image of *Things Seen From Above* should be shown in the trailer at least once
- 3.) Don't give away the ending or how the conflicts are resolved!
- 4.) Trailers should include the following text somewhere in the video:
 - 1.) **A new book by author Shelley Pearsall**
 - 2.) www.shelleypearsall.com
 - 3.) **Published by Random House Children's Books**

Format: What fits your style? Trailers can use your own art, animation, photographs, music, sound effects. Some ideas:

- 1.) **Movie:** Film a live sequence from one of the opening scenes of the book (like a mini-movie) with voice-over. Watch: *Saving Fable* Book Trailer by Random House Books on YouTube or *Wonder* Book Trailer by Random House Books on YouTube.
- 2.) **Still Photos:** Use your own "above" photographs and/or online art (check out the work of Marc Treanor or Simon Beck) to create a beautiful & visual trailer. Watch: *The Summer I Saved the World...in 65 Days* Book Trailer by Random House Books on YouTube.
- 3.) **Animation:** Use fun art and animation to bring Joey and April's story to life. Watch *Chomp* Book Trailer by Random House Books on YouTube.

Production Hints:

- 1.) Brainstorm a list of short sentences and phrases that describe the plot and main characters. Don't use too much text on screen – keep it short & attention-grabbing!

Note: The flap text and the back of the book cover – as well as Shelley’s website and online book reviews -- have phrases that might be useful.

- 2.) Make sure any text is readable over background photos and colors – and leave it on screen long enough to be read.
- 3.) Be sure to use copyright free images and music.
- 4.) Proofread carefully for spelling errors.
- 5.) Remember the goal is to motivate readers to want to check out this book. Preview STARGIRL and WONDER book trailers for more ideas and inspiration!

Have Fun!

Note: Completed trailers can be posted on YouTube. Please let Shelley know if you or your school has posted videos, so she can be sure to check them out. Email her at: shellquill@yahoo.com or through the contact page on her website.