

# Book Reports No More

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Another book report.....

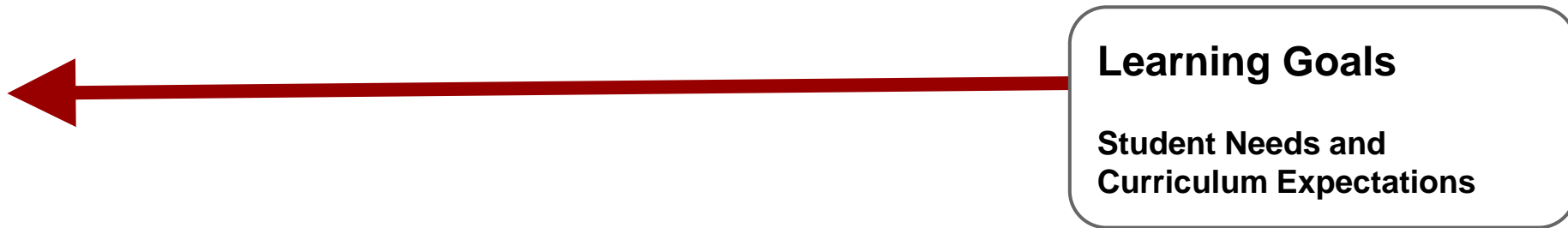


The point is not to 'teach with technology' but to use technology to convey content more powerfully and efficiently."

*Larry D. Rosen, Teaching the iGeneration, Feb. 2011*

# We'll use a backward design model.....

- Establishing a goal (*what do you want your students to learn?*)
- Deciding on how students will demonstrate their understanding (*evidence*)
- Planning instruction (*performance tasks, projects*)





# Learning Goals

# Reading



By the end of grade....., students will:

“...read and demonstrate an understanding of a variety of literary, graphic, and informational texts, using a range of strategies to construct meaning.”

# Writing

By the end of grade....., students will:

“...generate, gather, and organize ideas and information to write for an intended purpose and audience;”



# Media

By the end of grade....., students will:

“...identify some media forms and explain how the conventions and techniques associated with them are used to create meaning;”

“...create a variety of media texts for different purposes and audiences, using appropriate forms, conventions and techniques;”

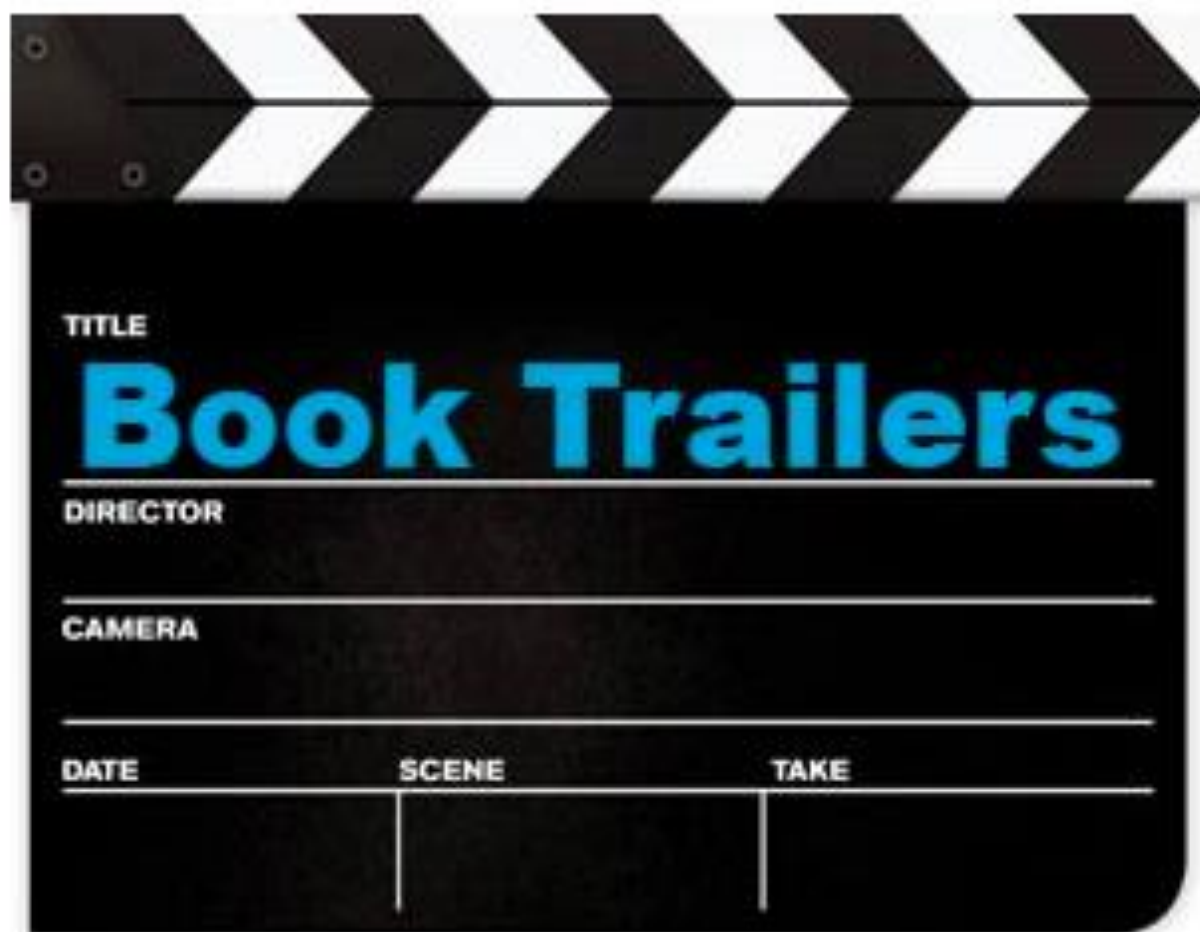


## 21st Century Skills

- **Ways of thinking:** Creativity, critical thinking, problem-solving, decision-making and learning
- **Ways of working:** Communication and collaboration
- **Tools for working:** Information and communications technology (ICT) and information literacy

**How will students demonstrate they reached these goals?**





**What skills and knowledge do my students need to create a book trailer?**

# **Some Questions to Ask**

*(small group work)*

What affects our choice of books, games, movies?

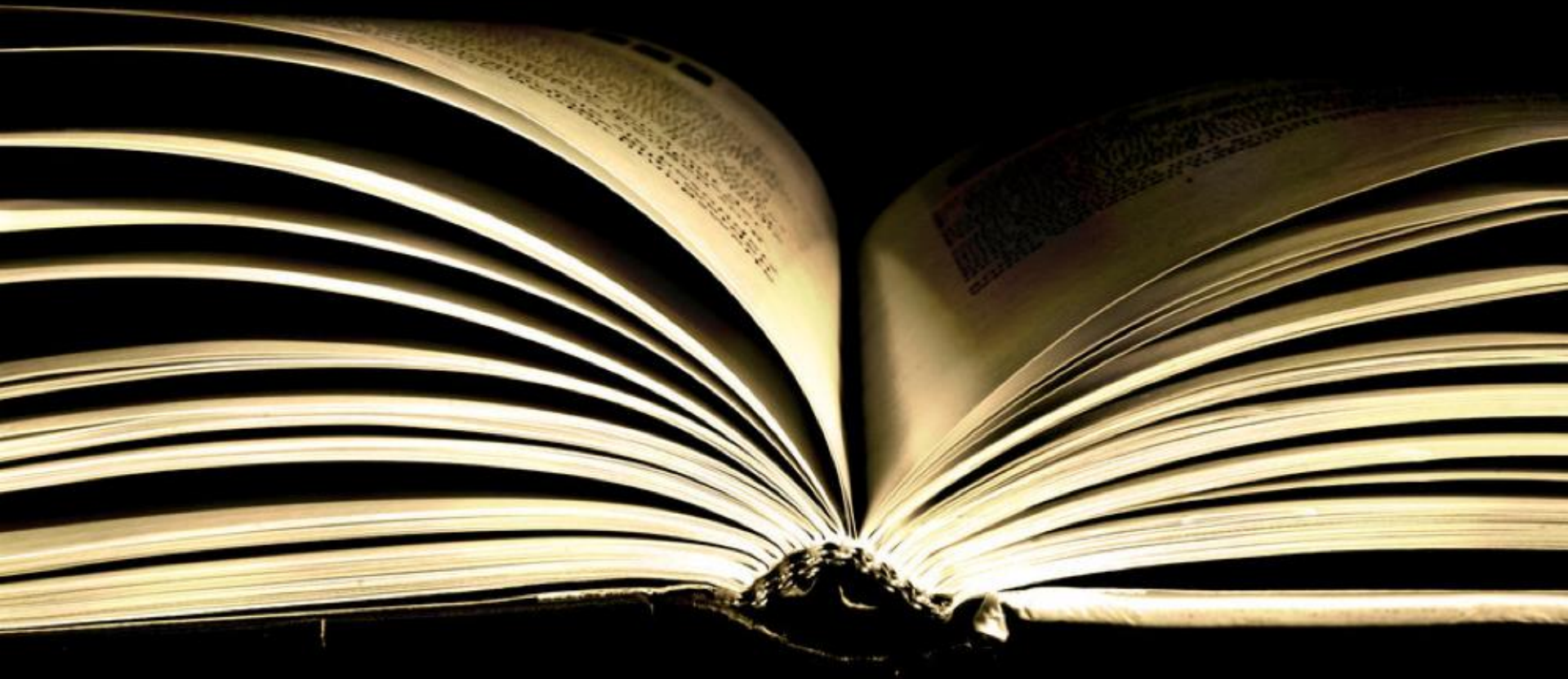
**How would you define a movie trailer?**

**What are the components of a movie trailer?**

Let's watch one and generate a list together.



Use your definition of a movie trailer  
to create one of a book trailer.  
What is the main difference between these two?



**What role does the sound play in a book trailer?**

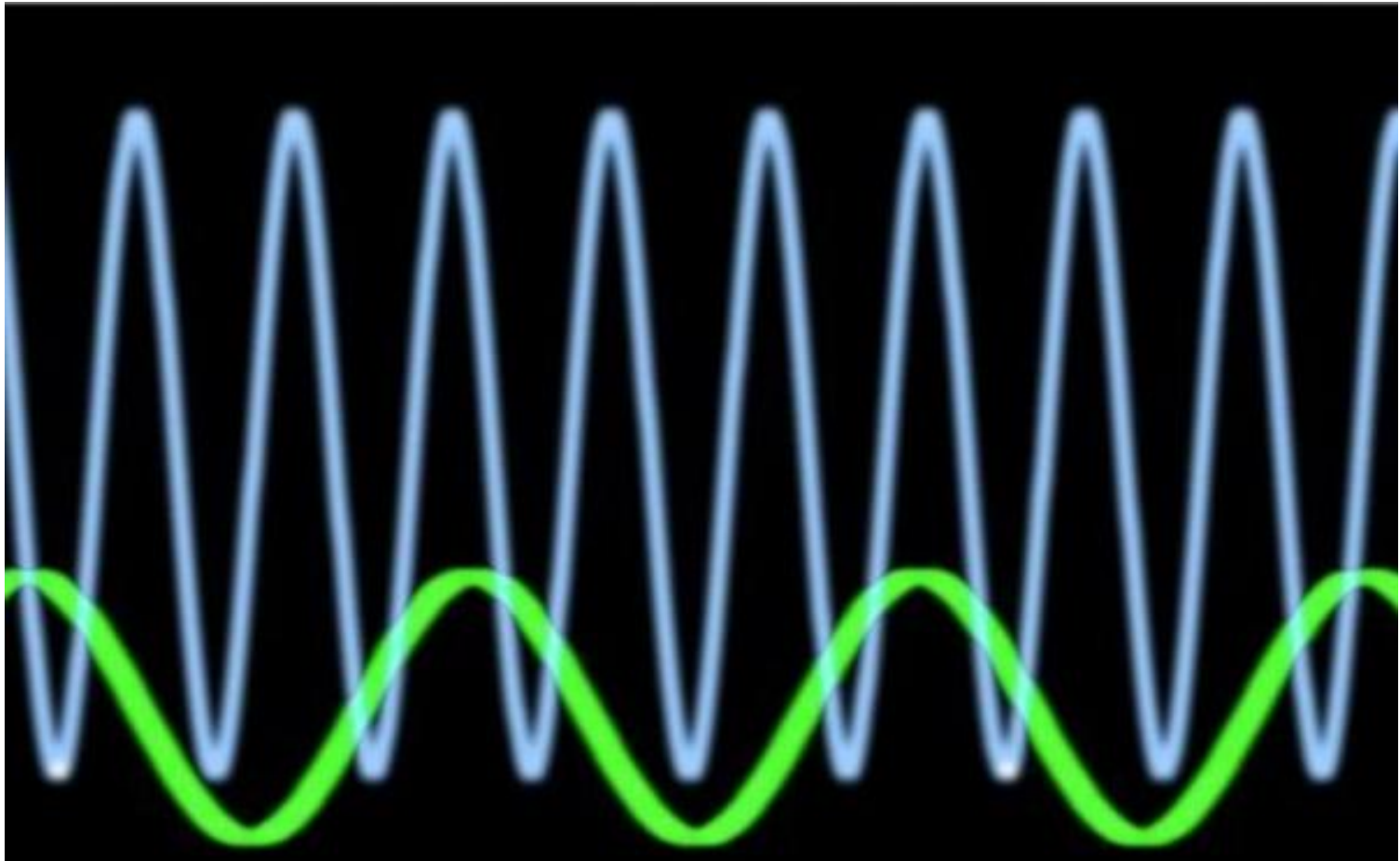


**Let's hear a sample soundtrack. Try to visualize what is happening on the screen.**

Ask yourself the following questions:

- What could be a genre of this book? How do you know?
- What is the tone/mood of the story?
- What could have been happening on the screen?
- How did the music make me feel?

Share your thoughts (genre, mood, events of the story plus your reaction and emotions).



**We'll now view the trailer. Ask yourself the following questions:**

- Do the visuals match the music?
- Do they align with the text?
- How do they make me feel?



How did the creators of the trailer try to persuade you to read the book?

What information did they include?

What did they choose not to include?

Do you feel that the trailer grabbed your attention? Justify your answer.

What kind of mood did the visuals and sound create?

How effective was pacing? Justify your answer.

If there was a narrator, what did you notice about his/her tone of voice?













## Book Trailers for All

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booktrailers4all commented

The point of a book trailer is to only give enough information to inspire someone to want to read the book....it's not supposed to be a movie, only a teaser.



### [Wait till Helen Comes by Mary Downing Hahn](#)

3 years ago • 29,409 views

Book trailer created by Analine Johnson who is a high school librarian from Laredo, Texas.

Summary: Molly must put aside her feelings for her spooky step-sister, when she realizes t...

## **Creating a Book Trailer**

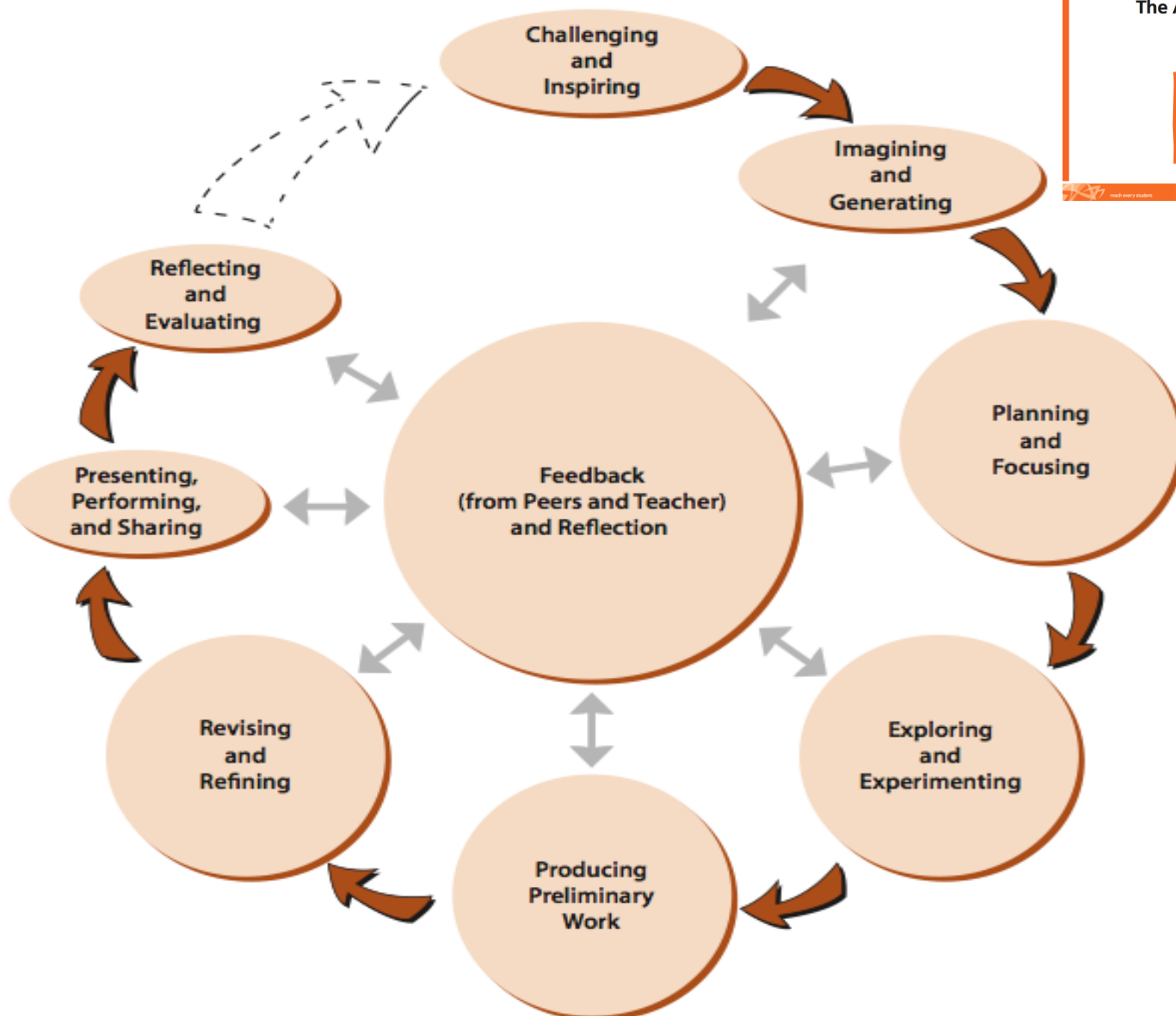
Start by identifying the tone of your story. Is it humorous or mellow and romantic, or perhaps dark and dramatic? The tone will dictate the music and images you will use.

Identify major plot points and decide how you are going to introduce the protagonist and the problem.

Brainstorm words that describe the book, but stay away from typical ones such as: interesting, good, cool, fun. Don't be afraid to exaggerate and remember to use a thesaurus.

Finally, end the trailer with a cliffhanger  
(a question is usually effective)?

Remember that you only have up to 2 minutes to convince  
the audience to read the book.



# STEPS



1. Write the first draft of the script.
2. Ask for feedback.
3. Revise and edit it based on the comments/suggestions you have received.
4. Create a storyboard.
5. Gather resources (images/video, music, sound effects) and save them into one folder.
6. Create the trailer.
7. Ask for feedback.
8. Revise.
9. Share.

# Script Tips and Hints

*DO NOT simply answer these questions. They are here to guide you.*

- Where does the story take place?
- Identify the main character. Who is he/she and what is he/she like?
- What does his/her goal?
- What gets in the way of him/her reaching the goal?
- What choice does he/she have to make?



# Sample Script

- In a small village of Everett, AB (*Where*)
- A local dentist fights for a custody of his son (*Who*) (*Goal*)
- The luck is not on his side. Judge grants his unstable ex-wife custody instead (*What/who gets in his way*)
- How could the judge be so blind?
- When Dylan is found wandering the streets alone on a cold November night (*What happens?*)
- CAS places him in a temporary foster home (*another obstacle*)
- Dylan is devastated, but comes up with an ingenious plan
- Will he ever be reunited with his father? (*End with a question*)
- Unforgettable story of love, rejection and tenacity, filled with skillfully woven twists and turns

# Advice from the Pros

- Your goal is to get the audience excited about the book.
- You have to grab their attention from the first second of your trailer.
- It is not necessary to use full sentence.
- If the text is over an image with no voiceover, ensure that the audience can read it (font size, type and colour matter).
- Use pictures with a minimum size of 640x480.
- When using background music, ask yourself the following questions:
  - - Is the music too loud?
  - - Does it match and enhance the mood?
- NEVER give away the ending.

## Book Trailer Rubric

Name(s) \_\_\_\_\_

	level 4	level 3	level 2	level 1
<b>Hook</b>	Has opening hook that draws in the audience.	Opening is somewhat engaging.	Opening is conventional.	Opening is vague and unfocused or distracting.
<b>Body</b>	Tells enough to make the story interesting, but doesn't give away the ending. Is true to the book. All details chosen enhance the mood and purpose.	Tells enough to make the story interesting but doesn't give away the ending. Is true to the book. Most details enhance the mood and purpose.	Attempts to include details that make the story interesting but does not convey the essence of the book.	Tells too much of the story and/or includes details that are unimportant and/or misleading about the essence of the book.
<b>Conclusion</b>	Uses a conclusion that has a high degree of effectiveness that makes us want to read the book.	Conclusion has considerable effectiveness.	Conclusion is somewhat effective.	Conclusion has limited effectiveness.
<b>Audiotrack</b>	Audiotrack stirs a rich emotional response. Soundtrack has a high degree of effectiveness.	Audiotrack stirs some emotional response. Soundtrack has considerable effectiveness.	Audiotrack stirs minimal emotional response. Soundtrack has some effectiveness.	Audiotrack is distracting and/or used inappropriately.
<b>Images</b>	All images are crisp and clear, enriching and extending the details and meaning of the commentary. Images are appropriately cited.	Most images are crisp and clear and match the commentary.	Some images are crisp and clear and match the commentary.	Images are not crisp and clear and do not match the commentary.

# THE MOON COIN

Illustrated  
by  
Carolyn  
S. Friedman

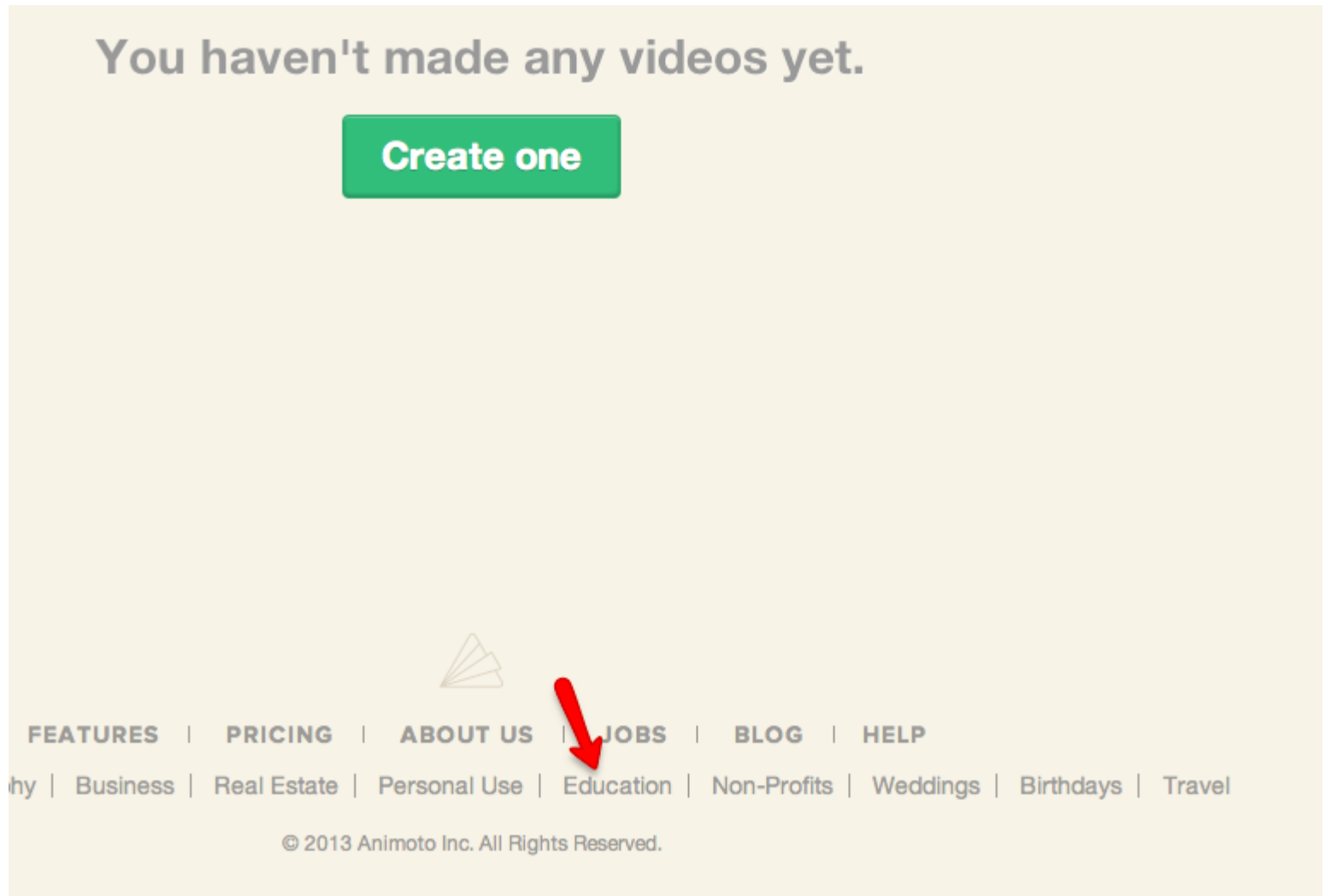
Richard Due



# **How to Create an Animoto Education Account**

- 1. Create a regular account by going to  
<http://animoto.com/>**

**2. Once you sign up, you'll end up on this page.  
Scroll to the bottom and choose "Education"**



### 3. On the next page click “Learn More”.

Promote school events and marketing campaigns through video.

Delight students, parents, alumni, your community, and donors with awesome videos that take minutes to create! Fast, fun, and shockingly easy.

**Buy now**

**\$300/year**

(only about \$25/month!)



**Are you a teacher?** Use Animoto with your students for classroom projects and lessons. [Learn more](#)







The advertisement features a young boy with glasses and a bow tie, standing in front of a chalkboard filled with mathematical equations. A large play button is centered over the boy. To the right, the text reads: "Unlimited Videos For Educators. Enhance your digital classroom with Animoto, an ideal tool for creating videos and presentations. It takes just minutes to create a video which can bring your lessons to life." Below this text is a red arrow pointing to a teal "Apply Now" button.

## Unlimited Videos For Educators.

Enhance your digital classroom with Animoto, an ideal tool for creating videos and presentations. It takes just minutes to create a video which can bring your lessons to life.

[Apply Now](#)

**4. Once you click “Apply Now”, you’ll be end up on an application page.**

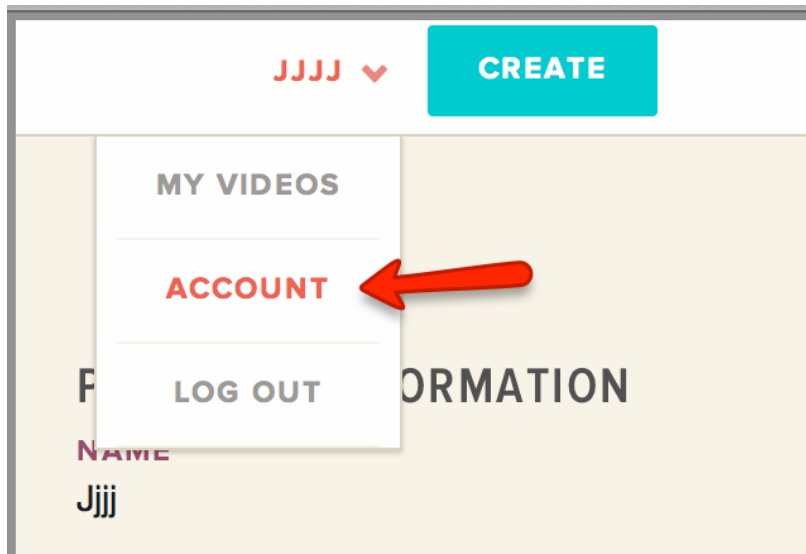


# How Students Create Their Accounts

1. They sign up by using the button in the top right corner.
2. Once they sign up, they go to their name at the top and click the drop down arrow.



3. They choose "Account".



4. They enter the code a teacher has received by applying for an educator account.

**IMPORTANT:** The code is only valid for 6 six months, after which you have to re-apply.

## Account Settings

### ACCOUNT INFORMATION

You are currently an Animoto for Education customer.

Your account expires on May 06, 2014.

Re-apply for an Animoto for Education user account

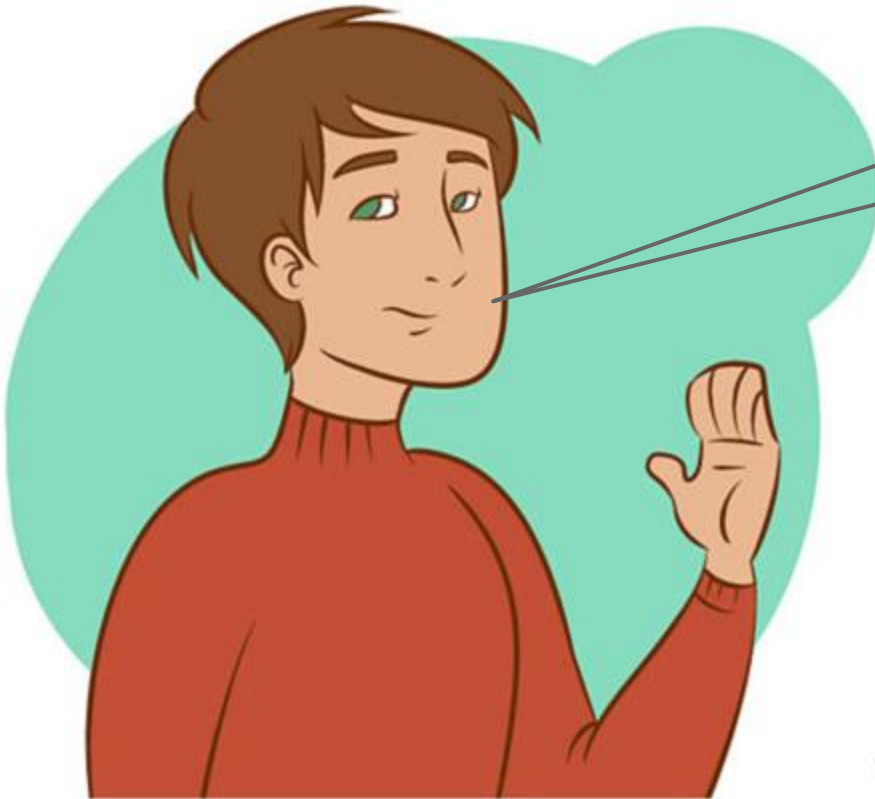
Create and share amazing videos with your friends and family for only \$5! [Learn more](#)

### REDEEM A PROMO CODE

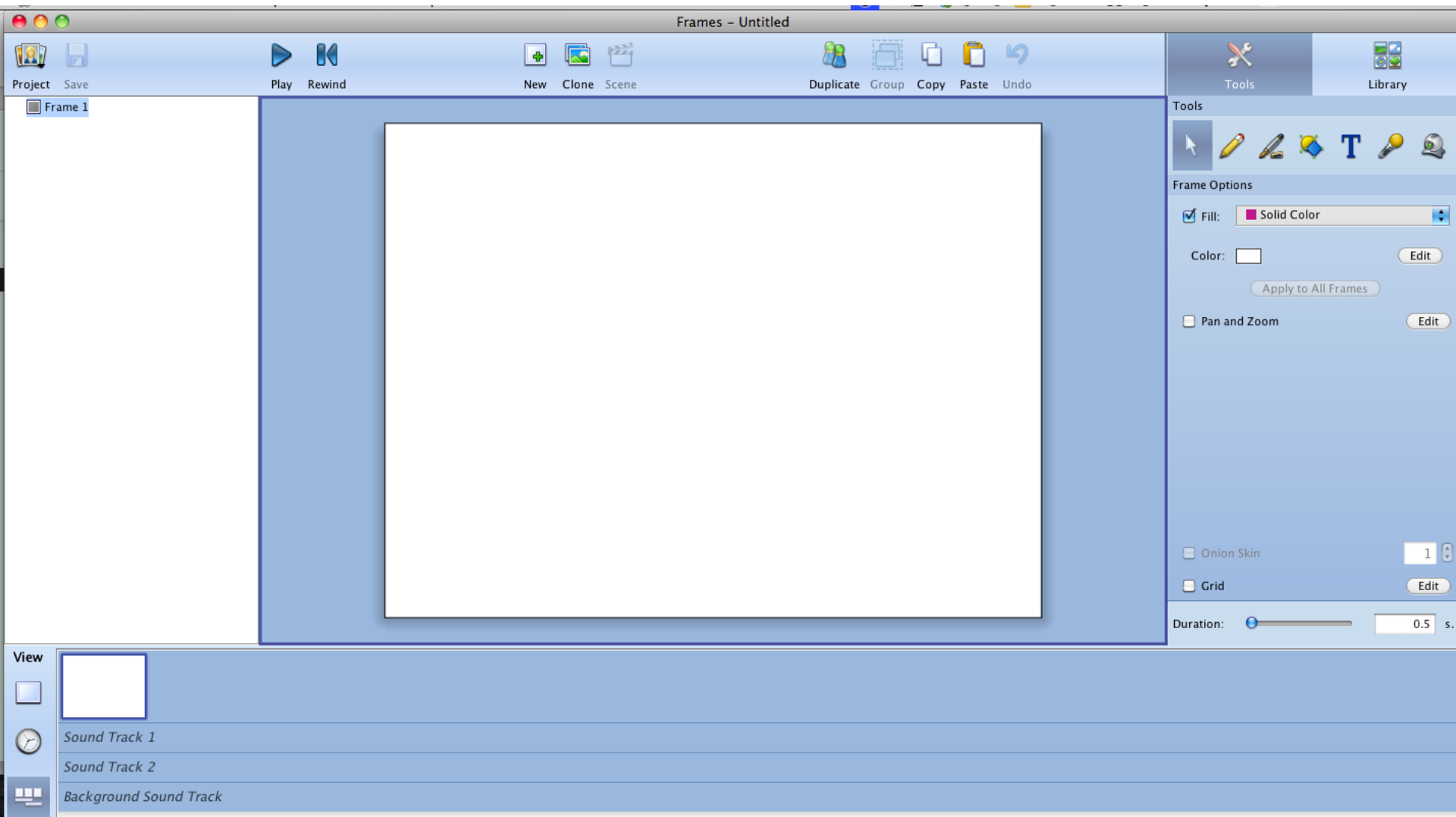
If you have received a promotional code, you can redeem it here.



**Are there any other options  
besides Animoto?**



# Frames 5



## **Contact Information**

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**twitter: @dwtech**