

## **Book Trailers**

A book trailer is a short, 1-4 minute, video that promotes a book, much like a movie trailer promotes a film. Dramatic scenes are highlighted and the plot alluded to, to give the viewer a taste of the book. Typically, various scenes with dialog are shot, and there is sometimes a voice-over.

The trailer should identify the main character, highlight the main goals and obstacles that the main character faces, and build tension. The end screen should be a shot of the book and a caption or voiceover, 'Available now at Pima County Public Library'

### **The steps to making a book trailer:**

1. Write a script: include all the dialog and stage direction.
2. Draw a storyboard: sketch the scenes in boxes on a page, indicating the action in each scene and the order in which the scenes will appear.
3. Compile a shot list: a shot list is a complete list, in order, of every camera shot you will need, including close-ups and other angles, to complete your film.
4. Shoot your film using the shot list as a guide, paying attention to the audio. You don't have to shoot your list in order.
5. Record your audio, including voice-overs, and gather your music. It's important to have good audio. Google 'royalty free music' to get music you can legally use.
6. Edit your video: to edit your book trailer, you can use iMovie on Mac, or Lightworks or other free video editing software. Google 'free video editing software'.
7. Render your video and submit: rendering is the final step in the editing process, and creates your final version. Submit your video file to the 'Audio and Video' form on the library's Submittable page.

[How to make a book trailer \(A complete guide to the basics\)](#)

[That's My Take - Cut - Pima County Public Library](#)

[That's My Take - Night - Pima County Public Library](#)