

YouTube and You: Broadcasting Book Trailers



Broadcast Yourself



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The Inspiration

- NCTE Conference
November 2007
- Sara Kajder
 - *Bringing the Outside In: Visual Ways to Engage Reluctant Readers*
 - *The Tech-Savvy English Classroom*
 - <http://www.bringingtheoutsidein.com/>



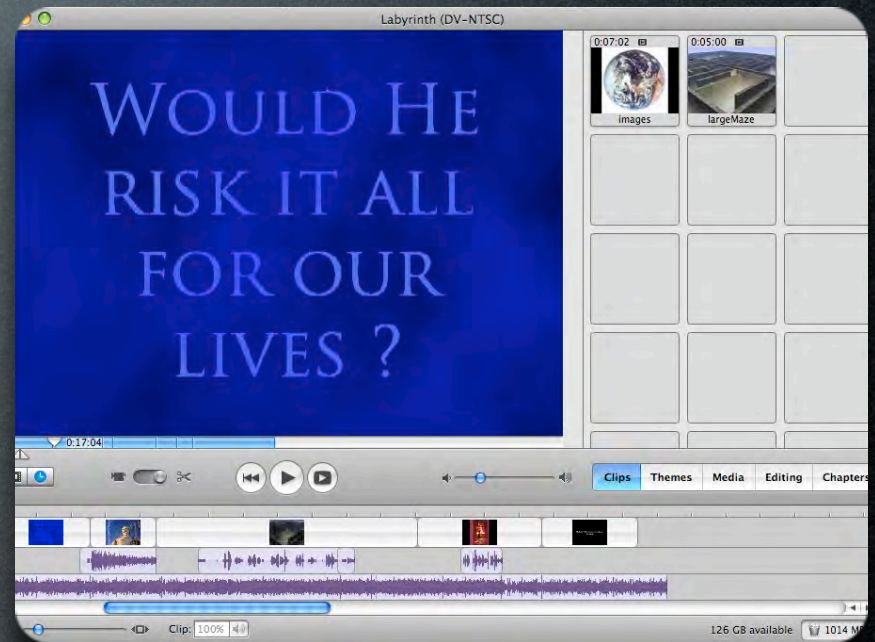
Independent Reading

- Freshman English classes
- Students chose non-fiction books
- Students grouped by like topics/
titles
 - September 11
 - Sports
 - Illegal Activities
 - Religion
 - Struggles



Integrating Creative Writing

- Goal: Intrigue us, but don't give it all away!
- Collaboration on introduction
- Individual work
- Collaboration on conclusion



Creating a Storyboard

- Plan and Choose Images
 - *Student photos*
 - *Image searches*
 - *Kajder: Greater success with student-owned images*
- Plan Audio
 - *Narration*
 - *Music*
 - *Sound Effects*
- Plan Video (Optional)
 - *Student created video*
 - *Downloaded/imported video*
 - *Example:*
Walter Payton - "Never Die Easy"



Title:	Team:		Product:	
	Time:			



Shot:
Voice:
Music/FX:



Shot:
Voice:
Music/FX:



Shot:
Voice:
Music/FX:

Narration/Audio
(What will we hear?)

EXAMPLE:
Background music (instrumental)

Joe: At the end of the 19th century, Chicago became the center of the nation's meatpacking industry. The development of this industry had a direct impact on the lives of the people of Chicago.

Introduction

Shot:
Voice:
Music:

Visual
(What do we see while you say this?)

EXAMPLE:
Title screen: Big Business in Chicago at the Turn of the Century
Picture of the skyline of Chicago

Introduction

Editing Options

- iMovie (Mac OSX)
- Windows MovieMaker (Windows)
- Final Cut Pro/Express
- Photo Story (Windows)
- One True Media (Web-based)
<http://www.onetruemedia.com>

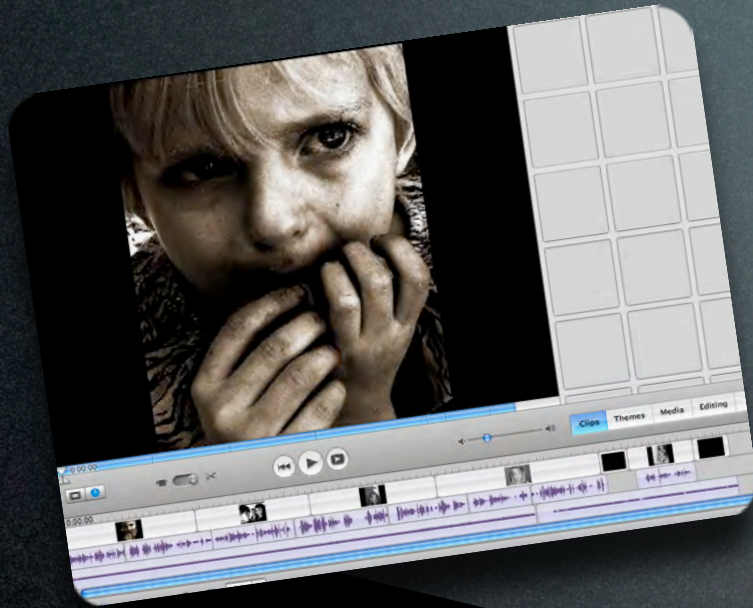


The Production Process



- Step 1: Voiceover
- Step 2: Images, Video, Special Effects, & Transitions
- Step 3: Background Music & Sound Effects
- Step 4: Final Editing, Cleanup

Assessment



- No rubric the first time
- Organic Process
- “Academy Awards” and movie premieres

- Final Criteria:

- *Did you hook your classmates into reading your book?*
- *Did you have an introduction that connected your group members' books to your theme (for group projects)?*





Student Work

Looking to the Future...

- Writing Extensions
 - *Journaling*
 - *Connecting music/lyrics to text*
- “Academy Awards” night in the Library
 - *Contest*
 - *Premiere & Awards*
- Author Visit or “One Book” Contest
 - *Air the winner prior to author speaking or “One Book” event*
- Add files to Library page

Resources

- Sara Kajder's Site: <http://www.bringingtheoutsidein.com/>
- The Graveyard Book (Neil Gaiman)
http://www.youtube.com/watch?v=P_UUVwTaemk
- The Sweet Far Thing (Libba Bray)
http://www.randomhouse.com/teens/gemmadoyle/parlor/trailer_sft.html
- A Certain Slant of Light (Laura Whitcomb)
<http://www.youtube.com/watch?v=mhd7MIgY2wY>
- One True Media: <http://www.onetruemedia.com/>