

DIY BOOK TRAILERS – RESOURCE GUIDE

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To create your own book trailer you will need:

1. A computer
2. Editing software
3. A digital camera (and/or digital video camera)
4. Access to stock photos and/or stock video
5. Access to music/stock music/sound effects
6. The ability to create titles, transitions, voice-overs
7. Script formatting software (optional) and blank storyboards (optional)
8. Further training?
9. Other Options

1. COMPUTERS

Either a pc or mac will work – just have to make sure you have compatible editing software and that you are able to download images and videos from your camera(s) onto your computer. Macs are better designed for creating graphics, but pcs work fine.

2. EDITING SOFTWARE

Most pcs come with Moviemaker. This is a perfectly fine beginning software. Most macs come with imovie. This, too, is a perfectly fine beginning software.

There are countless editing software programs available both free and for-pay, but the most commonly used (and best, I think) editing programs are Premiere Pro for PC (<http://www.adobe.com/products/premiere/whatispremiere/>) and Final Cut Pro for Mac (<http://www.apple.com/finalcutstudio/finalcutpro/>).

3. CAMERA (STILL AND/OR VIDEO)

Any high definition still or video camera should work for your purposes, as long as it has the capacity to link up to your computer to download your images. Before you invest in an expensive video camera, you might want to consider using the video camera on your mobile phone or investing in a cheap Flip camera. You won't get great sound with a Flip, but if you're not recording live dialogue, you should be okay. Flip images and video can be exported to whatever editing software program you use.

4. STOCK PHOTOS/VIDEO

There are many websites where you can download still and moving images for free or for a small fee. You can try the links below, or run an internet search for further options. You can also obtain free, public domain images and video from the National Archives (www.archives.gov), the Library of Congress (<http://www.loc.gov/index.html>), any Presidential library, some government agencies, and some big-city libraries.

<http://www.digitalimagemagazine.com/blog/featured/25-free-stock-photo-sites/>

<http://www.shutterstock.com/?gclid=C17s6rCuv6cCFQmt7QodxEXLqg>

<http://www.istockphoto.com>

<http://www.fotosearch.com/>

5. MUSIC/STOCK MUSIC/SOUND EFFECTS

Editing programs like imovie have some basic music and sound effects choices, which you can use at no cost. Be aware that if you are going to use other (copyrighted) music, you have to have permission – otherwise, you will not be able to upload your video to youtube. You can also record and use your own original music or sound effects. You can also search the internet for free or low-cost music or sound effects.

www.procopytips.com/resources/tv-script.pdf

www.royaltyfreemusic.com

www.creativecommons.org/legalmusicforvideos

www.masternewmedia.org

www.freeplaymusic.com

www.uniquetracks.com

www.mobygratis.com

www.incompetech.com/m/c/royalty-free/

www.stonewashed.net/free-music.html

www.freesoundtrackmusic.com

www.music4yourvids.co.uk

www.danosongs.com/

www.derekaudette.ottawaarts.com/music.php

www.musicloops.com

www.geeksaresexy.net/...-how-to-finding-music-for-youtube-videos/

www.music-for-video.com/free-sound-effects-for-video-makers.html

6. TITLES/TRANSITIONS/VOICEOVERS

Most editing programs allow you to create basic titles and transitions, and many editing programs allow you to record voiceovers directly. Just a matter of learning it!

7. SCRIPT FORMATTING SOFTWARE/BLANK STORYBOARDS (optional)

Script formatting software is ENTIRELY optional. To create your script, all you really need to do is format a word document into two columns, with VIDEO on one side and AUDIO on the other. If you want to download a book trailer script template:

<http://www.bucks.edu/~baruffia/comv130/scriptformats.htm> (commercial)

<http://www.procopytips.com/resources/tv-script.pdf>

For more elaborate scripts for short films or features, there are several free script templates online:

www.celtx.com (my personal favorite)

www.scripped.com

www.fivesprockets.com

www.page2stage.com

www.zhura.com

There are also for-pay script formatting software/software companies:

www.finaldraft.com

www.screenplay.com

<http://www.writersstore.com/>

www.scriptware.com

www.scriptbuddy.com

If you want to print out some blank storyboards, run an internet search or try this:
http://xinsight.ca/tools/storyboard_template_4x3.pdf

8. FURTHER TRAINING

If you want to learn more about creating book trailers, there are many sites online that provide free training. You can try the links below, or do your own internet search.

<http://booktrailermanual.com/manual/>

<http://www.squidoo.com/booktrailers>

http://www.ehow.com/how_4491963_make-book-trailer.html

<http://www.youtube.com/watch?v=Z0kkmwAyOvE>

Also, I am a professional film and tv producer with many years of experience. I can help you create a book trailer (contact me at Jen@muradaz.com) or you can register for one of my moviemaking classes: <http://www.edison.edu/lee/ce/artsacademy/>. I provide training in moviemaking, editing, documentary making, and screenwriting.

Also, if you would like a copy of this guide via email so you can click directly on the links, just email me at jen@muradaz.com.

9. OTHER OPTIONS

If you already know how to create a powerpoint presentation, you may be able to convert it to a video and use that as your book trailer.

For further info, see: <http://www.youtube.com/watch?v=KfJV97QEWRY>