

Book Trailer Planning Template

Name of Book Trailer: _____

Think back to the trailers that you analyzed while you plan.

Words: Some used dialog from the story. Some used words as powerful visuals. Some used questions. What words will you use? How are they going to be used? What purpose will they serve? Will they be audio, text or a combination of both?

Images: List the important visual elements that will be included, like who (characters) and what (setting/accessories).

Sound Effects/Music: What type of music and/or sound effects will you use, if any? Why?

Pacing: How will pacing be used? To draw interest, create suspense, show action? Remember that you need to be effective and efficient with your timing. Please keep your trailer under 4 minutes in length.

Technology Tool Chosen: Why?

Mood: What kind of mood do you want to create? How will the sound, pacing and words help?

Trailer Producers (your names)

Story Highlights: What aspect of the story will you focus on? Some trailers focus on the exciting scenes? Others use slow moving suspense. Some focus on using tidbits from the story to peak your interest.