

## Teaching students to use Photo Story 3 to create book "trailers"

Book "trailers" are similar to movie "trailers" in that they get people interested enough in a story to check out the book and read it. Students work in small groups, find pictures on internet or draw and scan them, create dialog, find music, and assemble a product that runs in Windows Media Player. It can be shown in classes with a digital projector, over the school's Channel One televisions (if they are hooked to a computer), and saved on a CD to show to parents. The lesson could be taught in Language Arts classes and would require approximately 90 minutes in a lab. We use Photo Story because it has the "Ken Burns" effect which allows you to zoom and move around on a picture to enhance interest.

Steps:

1. Read a book.
2. In a wordprocessor, write a short trailer to get people interested - no more than 7 short paragraphs. Trailers should be from 1.5 to 2 minutes long. ***Language Arts, Grade 7, Standard 2, Students will write informational and literary text to reflect on and recreate experiences, report observations, and persuade others.*** (To save computer time, students could write the trailer on paper, proofread it, then type it later.) Don't tell the story or give away the ending. Each story has an introduction, rising action, climax, falling action, and then resolution. Every story always has conflict. You may describe the introduction, rising action, and conflict, but stop there. ***Language Arts, Grade 7, Standard 1, Objective 3a: Identify narrative plot structure (e.g., exposition, rising action, climax, falling action, resolution).*** Create a folder and call it the name of your book, then save your document inside that folder and also call it the name of your book. Have someone else review your writing for clarity and proper grammar. ***Language Arts, Grade 7, Standard 2, Objective 3: Revise and edit to strengthen ideas, organization, voice, word choice, sentence fluency, and conventions.***
3. While writing the trailer, think of pictures that would best describe the paragraphs and create interest. At the beginning of each paragraph write a 2-word description of the picture and put it inside of brackets [ ]. At the end of your trailer type "Bibliography"
4. Get into a search engine and find the best pictures. ***Library Media, Grades 7-12, Standard 3: Students will locate resources and access information within resources.*** They need to be at least 40 Kilobytes (KB) to look good on the computer and not pixellate (look blocky), but the best size is from 50-150 KB. Save pictures into the book's folder and rename them to match what you put in the brackets. ***Library Media, Grades 7-12, Standard 4: Students will engage and extract information.*** Cut and paste the url of each picture you copy into your Bibliography. Go to Google and see if you can find a 50-100KB image of the book cover. Type the book's name inside of quotation marks to get an exact match. If you can't find it, scan the cover and save it as a .jpg file.
5. Provide a variety of voices, at least 2, to read the trailer. Type the names of the speakers inside the same brackets you used for the pictures.
6. Determine if there are any sound effects that will enhance the trailer. If so, type them also in brackets where they are needed within your paragraphs.
7. Get into Photo Story 3 for windows, start a new project, and Import Pictures. ***Library Media, Grades 7-12, Standard 5: Students will organize, synthesize, and present information.*** Import one picture twice and move it to the end. The crew showing your trailer to the rest of the school

may be inexperienced, so have a beginning picture that only introduces the idea of a book review and gives them time to make any adjustments.

8. When Photo Story 3 asks to Remove Black Borders, select yes/no one picture at a time. If you choose to remove a black border, make sure you don't lose any necessary parts of the picture. Put the pictures into the same order you are going to read them by clicking and dragging. Click Next at the bottom.

9. Click on the last picture and change the EFFECT to Washout. Go to your Bibliography, block it, copy it, go back to Photostory and click where it says "<type TEXT to add a title on the selected picture>", paste, then if necessary adjust the size and color of text by clicking on the A's icon. Click Next at the bottom.

10. Select Customized Motion and click in the box next to "Specify start and end position of motion", then adjust boxes on the left and right to emphasize the effect you wish to have. Click Preview to see what it looks like. Do not make the boxes too small or they will pixellate. Click on > to go to the next picture. When finished select Close.

11. Plug in your microphone, cover it with a little cloth to minimize the hard booming effects of consonants, then click on the microphone icon over at the right to test your mike.

12. Click on the picture to which you are going to attach dialog. Open the wordprocessor article you wrote and resize its window so you can see the Photo Story 3 window and at least 1 paragraph of your article on the screen at the same time. Practice reading the dialog at least once.

13. Click on the red Dot and read the dialog. When reading, use your best exciting voice, speak clearly, with enough volume to be heard. Pause at the end of sentences and at commas to allow listeners to process what you have said. Common errors: speaking quietly, using a monotone voice without any energy or excitement, talking too fast, using nervous phrases like "ummm" and "you know", mispronouncing words, taking a deep breath as soon as you click record, and pausing at awkward times. Imagine you are reading "Little Red Riding Hood" to a little child and you want them to be able to taste each word and enjoy it. When finished reading, click on the square button to stop recording, then click on Preview to hear your voice. If you like what you hear, go to the next picture and do it again. If you want to try again, click on the bent arrow and delete your recording. When reading it again, go to your wordprocessor and insert spaces to indicate where you want to pause and **bold** the words you want to emphasize. The more fun you convey through your voice, the more you will convince the audience to read the book.

14. Inserting Music - Music is a good way to draw attention to the monitor when your trailer begins. Background music played at a lower level is a good way to hide breathing and accidental clicking noises created while talking. Click on the picture where you want music to begin. Inserted music will continue onto other pictures at the same volume unless you click on another picture, insert the music again and change the volume. You can download mp3 music from Pioneer Online, Soundzabounds and click on "Select Music..." to use it. If you click on "Create Music...", you can select from a variety of music genre that automatically creates an ending that ends when your trailer ends. In "Create Music..." you can also insert "Silence" for a dramatic effect.

15. Saving your work - throughout the creation process you will see a "Save Project" button at the bottom. Every time you do something that you don't want to lose, save the project.

16. Rendering your work - In the last working window, the computer renders (processes) pictures, sounds, music, and other settings to create a video that can be shown by Windows Media Player. Before you start, click on Browse and make sure it is saving inside the folder you

created for the book and change the filename to the name of the book. Next, choose a format in which to save. My favorite for showing on schoolwide television or a digital projector is "Save your story for playback on your computer". Click on Settings and select "Profile for computers-4 (1024x768) - click OK - Click Next and watch it go to work. The final product will have a filename that ends in ".wmv".

17. Playing the ".wmv" file. Doubleclick on My Computer and navigate inside the folder you created for the book. Doubleclick on the filename ending in ".wmv". Windows Media Player will open and your trailer will begin.

## Research

In the article, Creating a Video Booktalk Kiosk, Terence Cavanaugh comes closest to doing what I have done. He explains how to use Photo Story 3, iMovie, and Movie Maker to produce booktalks, then suggests placing a computer and screen in a visible place so it can play them in random order. In one elementary school that used booktalks, 80% of the students said the booktalks influenced their decision to check out a book.

Cavanaugh, T. W. (2006), Creating a Video Booktalk Kiosk, *Library Media Connection*, 25, 56-59. Retrieved February 23, 2008 from EBSCOhost Academic Search Premier.

I went online and viewed how others are creating book trailers.

At <http://www.lib.ci.tucson.az.us/trp/trailers.htm>, students act out their favorite books & videotape it. I could not get any of the movies to play even though they were automatically loaded into Windows Media Player.

At <http://www.umiacs.umd.edu/~jimmylin/LBSC690-Final-Project-Gallery/200509-booktalks/booktalks.html#>, you will see still pictures of a woman reading a book while her voice-over discusses the book.

At <http://www.harpercollins.ca/trailers/>, professionally made presentations use video and professional speaking voices to sell books. This is an excellent site to demonstrate a good speaking voice.

At <http://www.prairiepride.org/teachertools/ViewAssignment.php?AssignID=19589&SyIID=327>, videos show students talking about a book they have read.