**iMovie Trailers**

iMovie allows you to create short movie type trailers. There are several different templates to pick from that include their own music and graphics. Just add text, images, and video for a professional looking trailer.

**Trailers are short and fast-paced**. Think like an advertiser; short snippets and catchy phrasing.

iMovie provides an outline and storyboard for each template. There are prompts for text, but don’t be limited by that. Think outside the box.

**Step One:** Use one of your favorite books or find something new. What genres interest you?

**Step Two:**

* Brainstorm what to include in your trailer. Narrow down to important content & details.
* Make a List …
	+ Keywords, Emotions
	+ Characters’ personalities and actions
	+ Plots and Settings
	+ Symbolism, Objects
	+ Color scheme, Font Style
* Use a storyboard to plan your general ideas. See examples and downloads at: <https://learninginhand.com/blog/2014/8/6/plan-a-better-imovie-trailer-with-these-pdfs>

**Step Three:**

* Find or create your own images, videos & music (templates usually need +20)
* Look for creative commons images/video/music.
* Use the Apps **Phonto and Skitch** to add text to images
* Cite your sources! (Add text to an image for your Works Cited slide)

**Step Four:**

* The script:
* Think in short phrases…
	+ The more text on each slide, the smaller it becomes. Don’t lose your audience.
* Let the images tell the story.

**Step Five**:

* **Don’t give away the ending**. Important text goes towards the end.
* Think:
	+ Cliffhangers and rhetorical questions

**Step Six:**

* Start building your trailer
* Select a template.
* Use the outline and storyboard tools (don’t be limited by the text prompts)
* **Test, Test, Test… along the way**
	+ **Don’t forget your Works Cited!**

Bates, Naomi. “Book trailers - Making students want to read”. *Prezi*, 2013, <https://prezi.com/m68smuvk3bi9/book-trailers-making-students-want-to-read-created-by-naomi-bates-northwest-high-school/>.

Vincent, Tony. “Plan a better iMovie Trailer with These PDFs”. *Learning in Hand*, 14 August 2014, <https://learninginhand.com/blog/2014/8/6/plan-a-better-imovie-trailer-with-these-pdfs>.