It List Book Trailer Video
Instructions to Compete

Individual or Partner Event	*Limit 1 entry per chapter*

Objective:
Students, or a pair of students, will create a book trailer based on one of the current Tome Society It List nominees from the appropriate chapter level.

Anchor Standards:
CCSS.ELA-Literacy.CCRA.R.2 Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.
CCSS.ELA-Literacy.CCRA.SL.4 Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.
CCSS.ELA-Literacy.CCRA.SL.5 Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

Method of creation:
Any video program can be used. The finished product will need to be in a format that can be linked to a public URL, such as YouTube or Animoto.

Product should:
1. be between 30 seconds and 3 minutes in length.
2. include book title
3. include author of book
4. include an image of the cover of the book
5. follow all Fair Use/copyright guidelines
6. hook the viewer and promote the book, but not give away the ending
7. strive to have seamless, engaging, and professional quality
8. include any other artistic or promotional elements student wants to add for creativity

Product does NOT have to be live action. Please research publisher- released book trailers online for inspiration.

Submission limitations:
Each chapter is allowed to submit 1 entry.
Entries can be created by individual students or pairs of students. No more than 2 students will be awarded for each winning entry. All entries will be judged together, whether individually created or partner created.

Method of Submission:
Advisers will submit entries through the online Fall Adviser Competition Entry Form. Specific directions will be emailed to advisers closer to the submission date. The finished product will need to be in a format that can be linked to a public URL, such as YouTube or Animoto.

All entries must be submitted by:
Fall Competition deadline found at tomesociety.org./competitions

It List Book Trailer Video
Competition Rubric

Element	Exemplary	Proficient	Unsatisfactory	Points Earned
Content (15)	Video promotes a current It List title (15)		Video does not promote a current It List Title (0)	
Length (5)	Video is at least 30 seconds long and no more than 3 minutes long (5)		Video is not 30 seconds long or is longer than 3 minutes (0)	
Title (2)	Video includes the title of the book(2)		Video does not include the title of the book, or an incorrect title (0)	
Author (2)	Video includes the name of the author of the book(2)		Video does not include the author's name or the name is spelled incorrectly (0)	
Cover (5)	Video includes an image of the cover of the book (5)		Video does not include an image of the cover of the book (0)	
Copyright/Fair Use* (5)	Fair Use guidelines* for images, videos, or text are followed. (5)	Some elements do not follow Fair Use guidelines. (1-4pts)	Video does not conform to Fair Use guidelines (0)	
Promotion of Book (10)	Video hooks the viewer and makes them want to know more about the book, without giving away the ending (10)	Video leaves the viewer slightly confused about the content of the book (1-9 pts)	Video is uninteresting and/or does not make the viewer interested in knowing more about the book and/or gives away the ending (0)	
Quality (10)	Video is well made, has perfect grammar/spelling, seems professional (10)	Video lacks professional quality but is still a good product and/or has some grammar/spelling errors (1-9 pts)	Video is poorly made and/or has several grammar/spelling mistakes (0)	
Creativity (10)	Video is thoughtful and creative; it is clear that the student planned out the elements of the video. (10)	Video is somewhat creative, but includes more generic elements and/or could benefit from more organization. (1-9 pts)	Video is generic and lacks creativity. (0)	
Submission (1)	Video is an acceptable format and is easily accessible for judging (1)		Video is not submitted in an acceptable format/is not easily accessible for judging (0)	
Total				_____/65

*Fair Use Guidelines - *Transformativeness.* Is my use of a copyrighted work transformative? Am I using the material for a different purpose than that of the original? Or am I just repeating the work for the same intent and value as the original? Also review the *Code of Best Practices for Online Video*, which applies to the creation of new videos that are distributed

online. People can use copyrighted material:

- To comment on or critique copyrighted material
- To use copyrighted material for illustration or example
- When capturing copyrighted material incidentally or accidentally
- When reproducing, re-posting, or quoting in order to memorialize, preserve, or rescue an experience, an event, or a cultural phenomenon
- For copying, re-posting and re-circulating a work or part of a work for purposes of launching a discussion
- When quoting in order to recombine elements to make a new work that depends for its meaning on the (often unlikely) relationships between the elements.

See more at:

http://mediaeducationlab.com/new-model-school-copyright-policy-using-copyrighted-materials-digital-media-production

It List Book Trailer Video
Lesson Plan

Subject Area: English/Language Arts
Grade Level: 4th-12th
Time: At least three class periods to create and edit the book trailer and/or time to read as well as time outside of class as necessary

Standards:
CCSS.ELA-Literacy.CCRA.R.2 Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.
CCSS.ELA-Literacy.CCRA.SL.4 Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.
CCSS.ELA-Literacy.CCRA.SL.5 Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

Overview: By applying visual learning techniques and reading comprehension, students will be able to better understand and describe central ideas or themes and summarize key ideas in the form of a video presentation.

Preparation:

- After reviewing the Tome Society It List, pick a book or allow students to choose which text they will be reading.
- Teachers and the SLMS will both need access to the Tome Society It List as well as numerous copies of the text chosen.
- Teachers and the SLMS will need to prepare keywords before introducing the lesson (keywords are in bold throughout the lesson below).

Lesson:

1. Begin by allowing students to choose a book off of the Tome Society It List or choose a book that everyone will read together.
2. Display to students the **Reading Schedule** in order for students to be on track and be able to start the video within the range of the competition deadline..
3. During the Reading Schedule, set up **"Book Chats"** for students that are reading the same book to discuss themes and central ideas of the text.
4. After the students have finished the book, the students will go to the library for a class period in order to begin working on the development of their video concept.
5. Introduce the book trailer assignment in the library by showing an **Example Book Trailer** (based on a book that is not on the It List). Give examples of ways that the video can be created as well as the logistical aspects of how to submit.
6. Show the students the different aspects of the video including the **Rubric**.
7. Allow students the rest of the class period to begin the initial work on their videos and inform students to work on their videos outside of class as necessary.
8. Optional: Have students present videos to the class or include the videos in the school news broadcast.