

Creating a book trailer with Into Film Scotland

Thank you for joining us. The webinar will begin shortly.



Today's session



- Joining us today:
 - Liam McCallum, Reading Schools Project Manager
 - Frederick Leo, Into Film Scotland
 - Jonathan Charles, Into Film Scotland
- Session outline:
 - Introduction: *Using book trailers with Reading Schools*, the framework links and resources
 - Watching exemplar trailers and discussing them
 - Planning a book trailer
 - Constructing and editing trailers
 - Assessing book trailers
 - Questions





Using book trailers with Reading Schools

Key area 1.2.2: Learner Role Modelling

Learners **visibly sharing** reading with each other, **peers supporting each other** to develop their reading identities, peers **sharing reading recommendations**.

Key area 2.2.2: Interdisciplinary Book Projects

Ensuring that readers are able to **respond to books** in creative and cross-curricular ways, and **demonstrating** to learners that reading for pleasure is relevant and useful outside of literacy / English.

Key area 2.3.4: Opportunities for learners to respond to what they're reading

Allowing learners to **express and share** what they think about their reading and **creative expression** of individual reading identities.

Resources



www.readingschools.scot/resources

- 'Webinar short' and accompanying key area resource

www.scottishbooktrust.com/learning-resources

- [Book reviews and trailers on film](#)
- [Creating your own stop-motion animation](#)

scottishbooktrust.com





Creating a book trailer

with

Into Film Scotland's

Frederick Leo and Jonathan Charles



TRAINING

Creating a Book Trailer

intofilm.org

Tuesday 12th May 2026



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What we do at Into Film

Stats from 2013–2022

30,000 young people engaged with in-school industry visits

More than **60,000** educators trained

Over **1.2 million** teaching resources downloaded

44,000 students engaged in practical filmmaking activity



Into Film across the UK

OUR PARTNERS

BFI (British Film Institute)

Bradford Media Literacy Project

Northern Ireland Creative Learning Centres

Subject associations

Our network of CPD practitioners.



Outcomes for today

Aims

- To explore how trailers persuade people
- Plan and film a persuasive book trailer

Outcomes

- To feel more confident in creating a book trailer with your class.



Book trailers



DISCUSSION

How do authors and publishers get people interested in reading their books?

How do filmmakers encourage people to watch their films?



What is a book trailer?

- ▶ A short video teaser about a book
- ▶ Grabs the reader's attention
- ▶ 30-90 seconds long
- ▶ Has imagery
- ▶ Has audio
- ▶ Has a call to action at the end

Watch the following trailer

1. What information does the trailer give you about the:
 - camera?
 - colour?
 - **character?**
 - **story?**
 - **setting?**
 - sound?
2. Would you want to see this film in the cinema?
Give reasons for your answer





TRAILER

Paddington 2

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Chalera Gallery

75 PUNJAB ROAD



**JOIN THE
ADVENTURE
IN CINEMAS NOVEMBER 10**

TRAILER

Paddington 2

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Watching the trailer

- ▶ How is the trailer structured to encourage you to want to see the film?
- ▶ Fill in what you see and hear in the middle column on the **Film trailer structure activity sheet**
- ▶ What changes would have to be made to produce a book trailer?

Activity Sheet Book Reviews and Trailers on Film

Film trailer structure

Film trailer	Example from Paddington 2	Ideas for your own book trailer
Written text		
The set up		
The problem		
The most exciting part		
Information about how to watch it		

Other notes:



YOUTH-MADE TRAILER

Book trailer example

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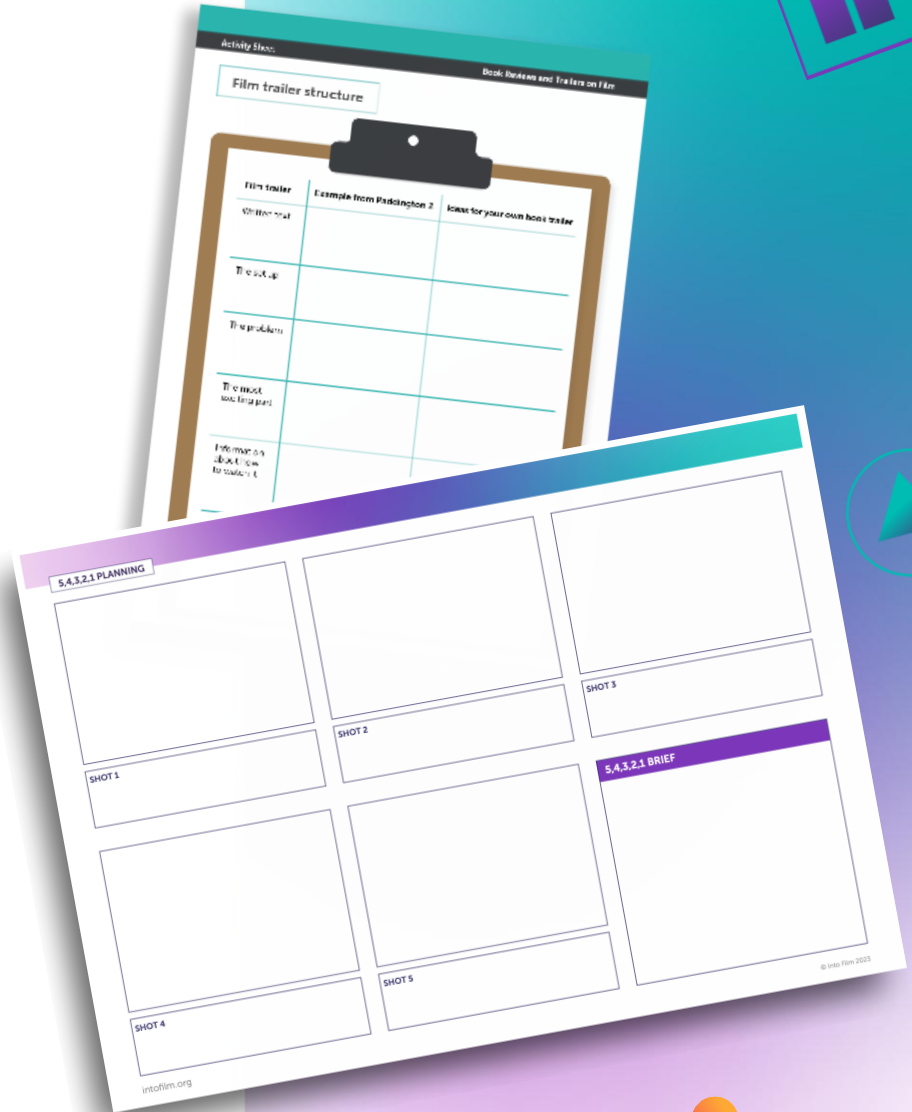
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Planning your book trailer

Fill in the 'ideas for your own book trailer' column on your copy of the **Film trailer structure activity sheet**.

You can also create a storyboard to remind you of your shots when you film your trailer.



Storyboard template

5,4,3,2,1 PLANNING



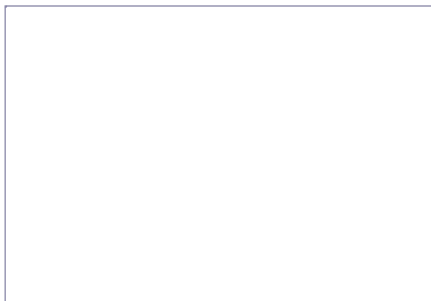
SHOT 1



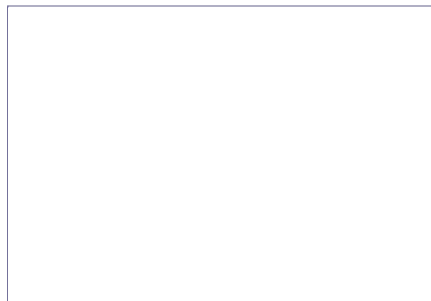
SHOT 2



SHOT 3

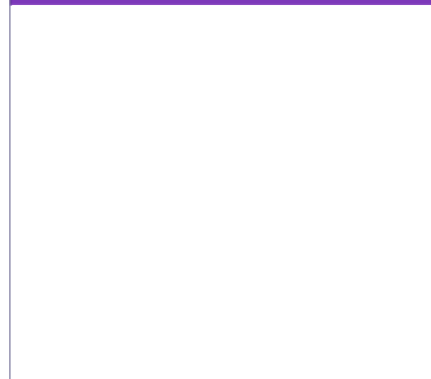


SHOT 4



SHOT 5

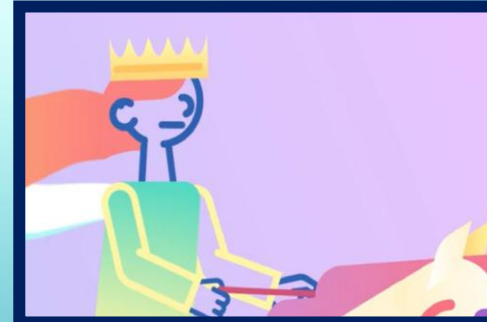
5,4,3,2,1 BRIEF



Camera shot types



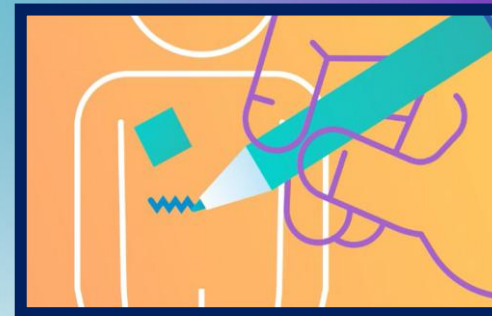
Long / wide shot



Mid shot



Close-up

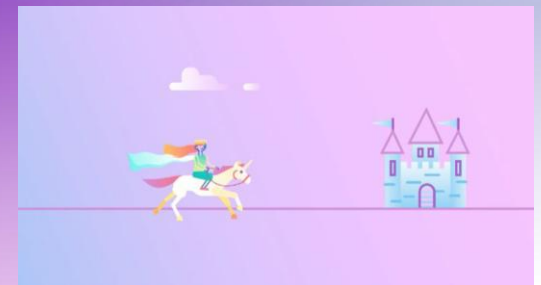


Extreme close-up

Long/wide shot

Often used at the start of a sequence to establish where action is taking place.

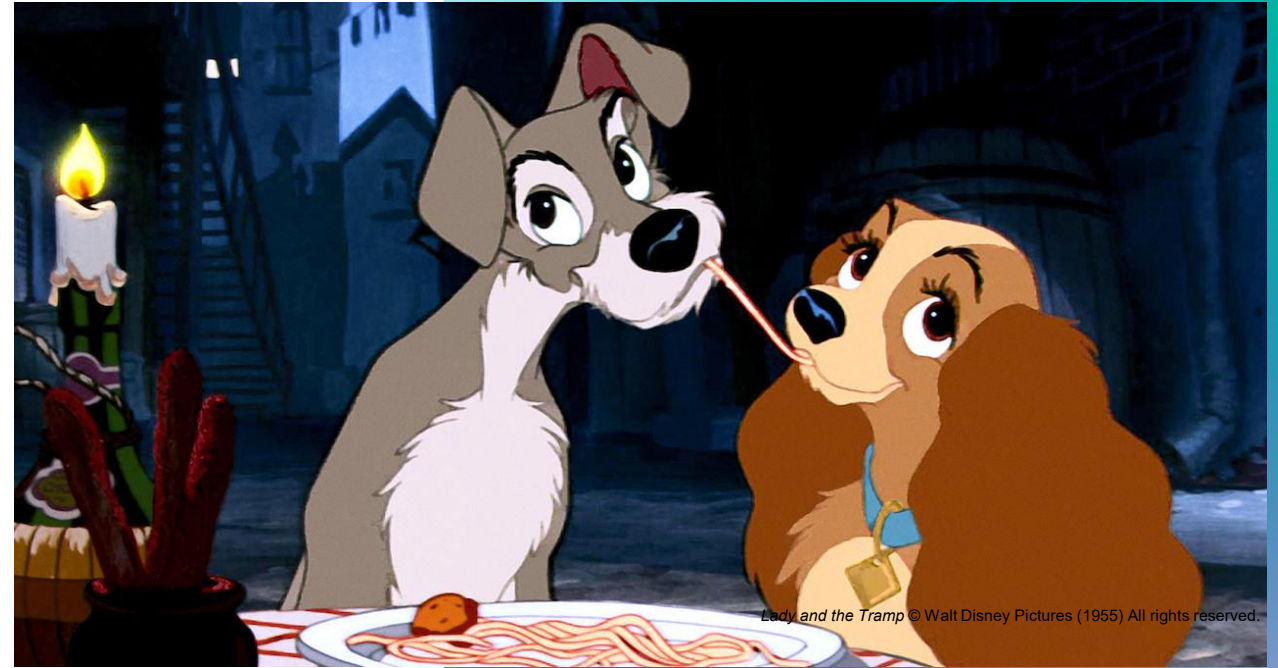
Shows the main character in context.



Mid shot

Shows the character from the waist to the top of the head.

Used for facial expressions and showing a character in relation to their surroundings.



Lady and the Tramp © Walt Disney Pictures (1955) All rights reserved.



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Close-up

Shows the character from shoulders to the top of the head.

Used for capturing a character's facial expressions.



Extreme close-up

Where an object, item or body part fills the screen.

Good for heightening emotion.



Creating your book trailer

- ▶ Think about the book you want to make a trailer about
- ▶ Once you have your storyboard/ camera shot sheet, get students into small groups
- ▶ Use iPads/tablets or cameras
- ▶ Allow them enough time to get all the shots they need
- ▶ Consider the audio and adding sound



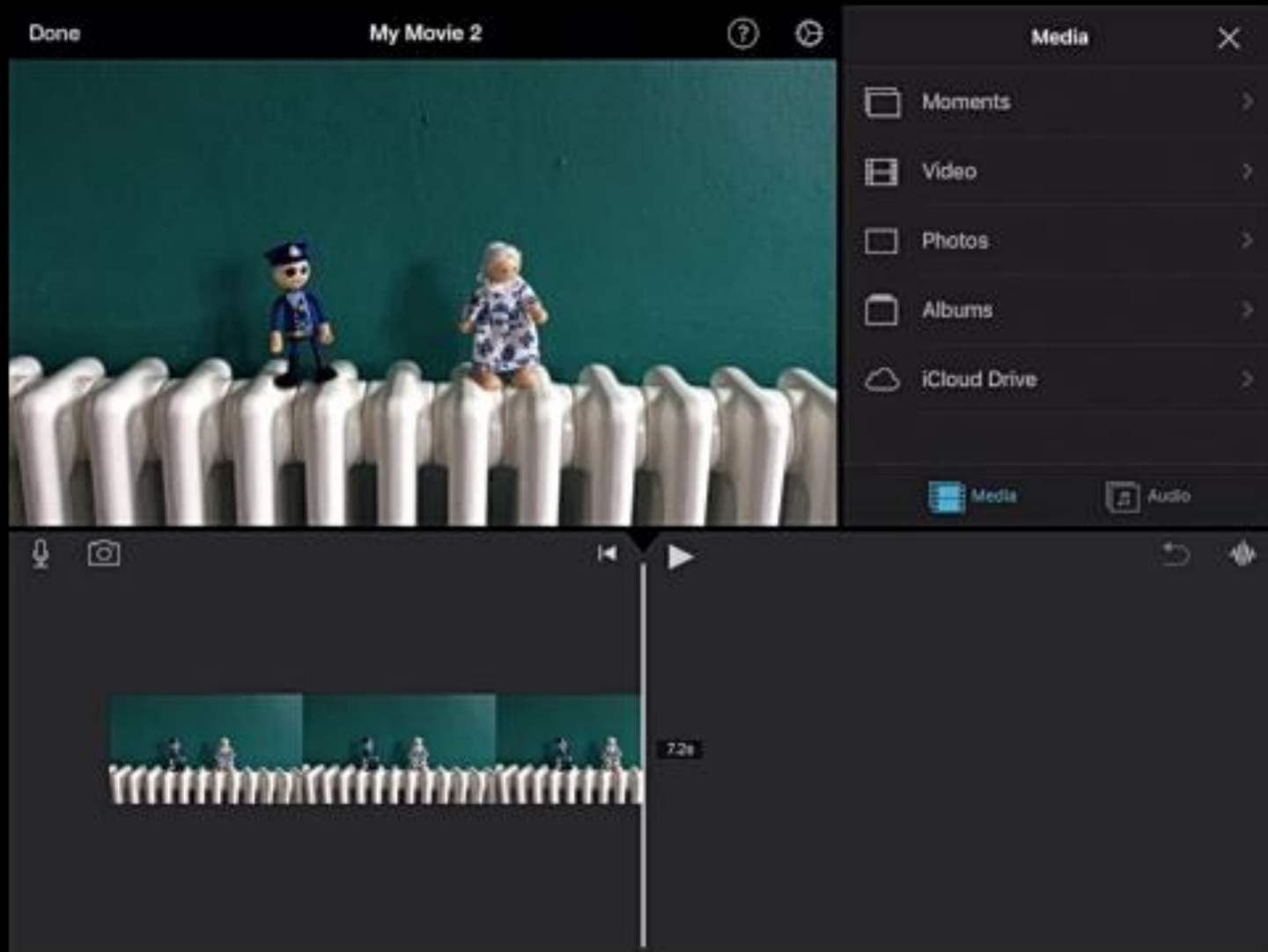
Editing your book trailer

Use free editing apps like iMovie (Apple) and InShot (Android) to:

- ▶ Select your clips
- ▶ Trim clips
- ▶ Re-arrange clips

- ▶ Add audio
- ▶ Add titles text
- ▶ Add sound effects

- ▶ Transitions
- ▶ Filters



VIDEO

Editing with iMovie

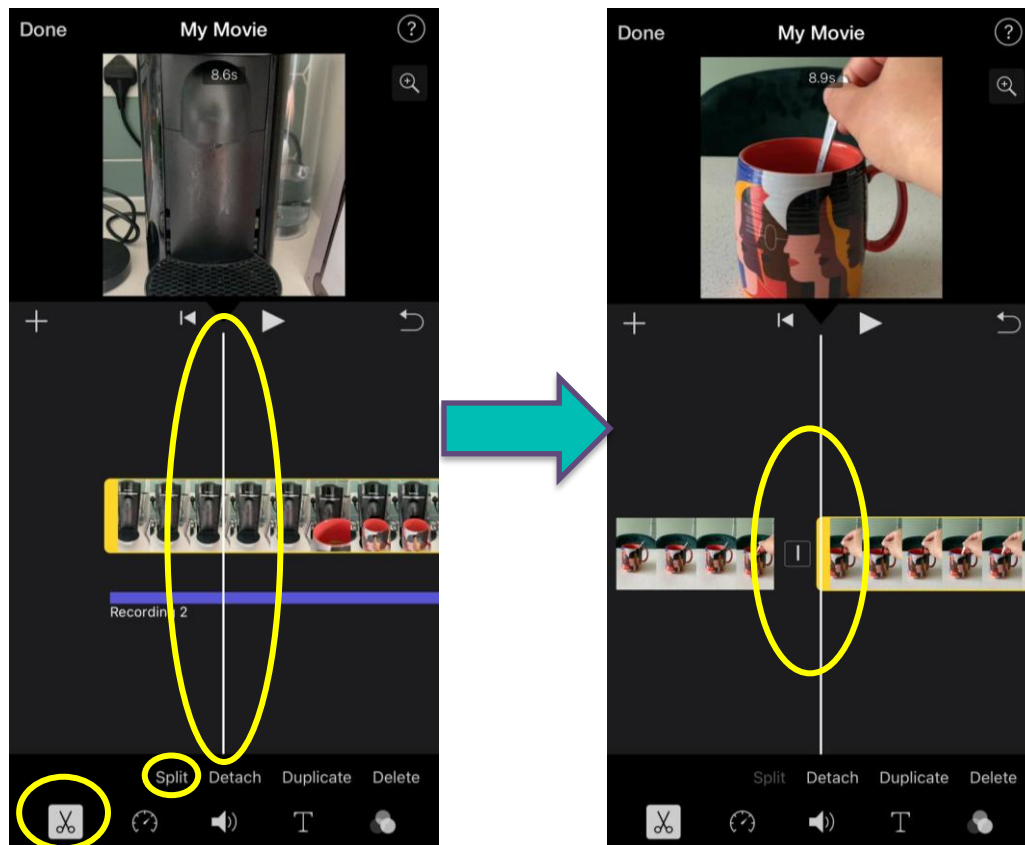
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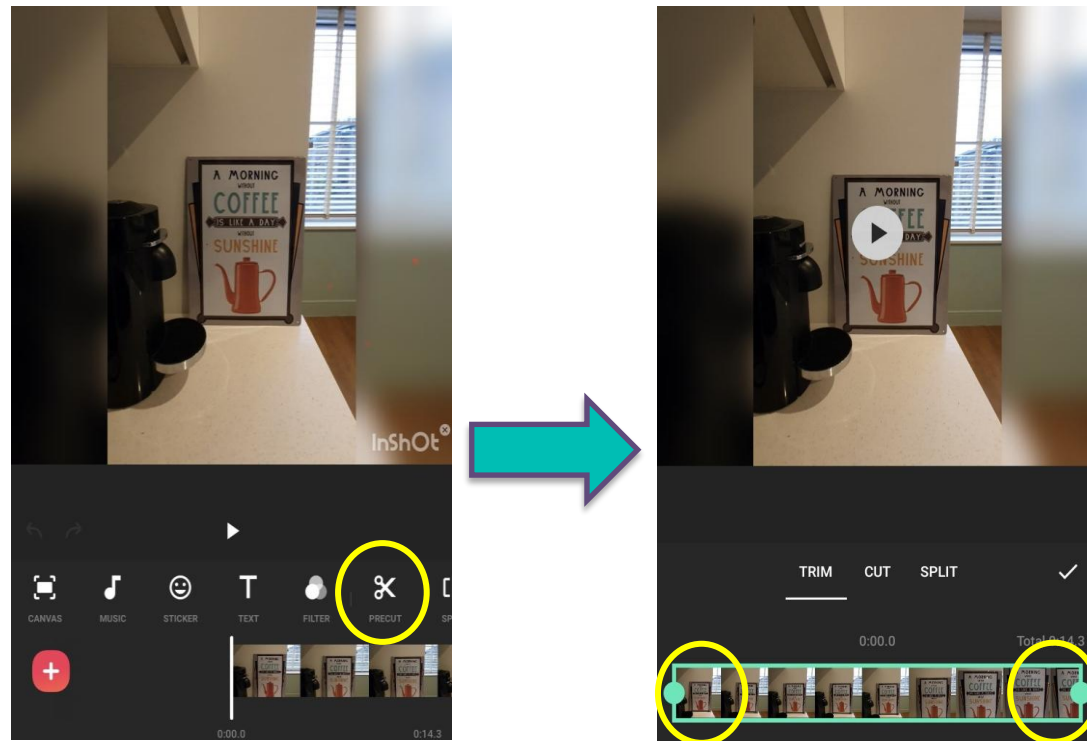
Trim, cut and split your clips

iMovie



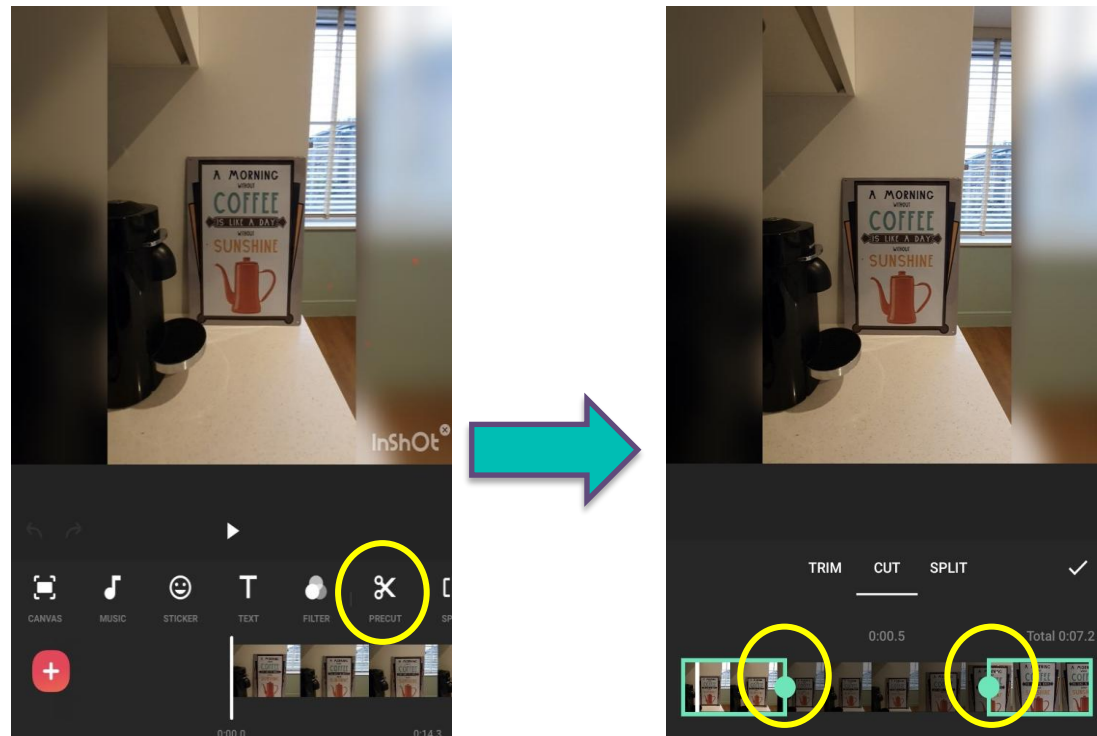
Trim, cut and split your clips

InShot



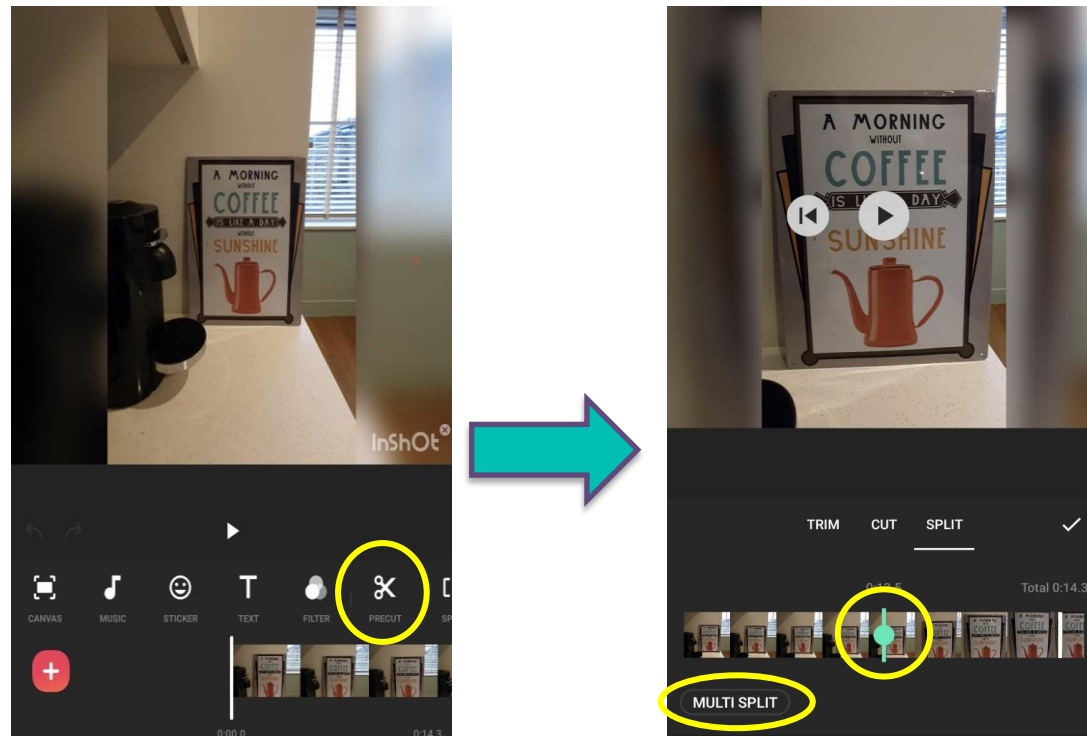
Trim, **Cut** and split your clips

InShot



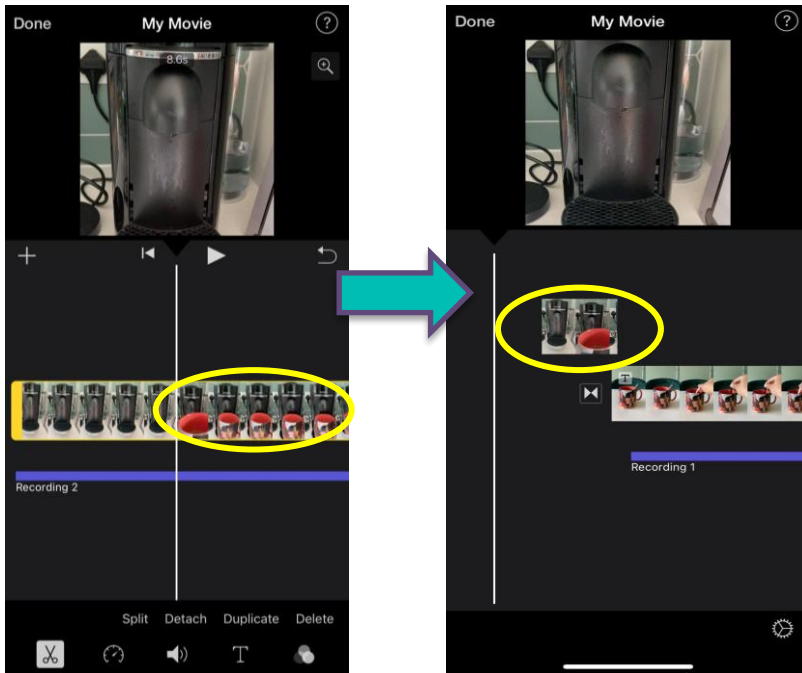
Trim, cut and **Split** your clips

InShot

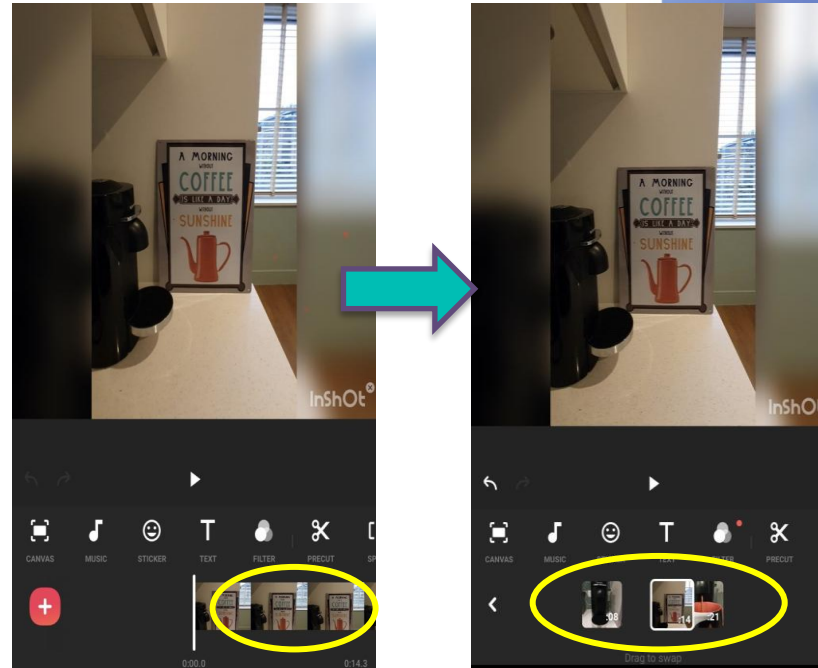


Re-arrange clips

iMovie



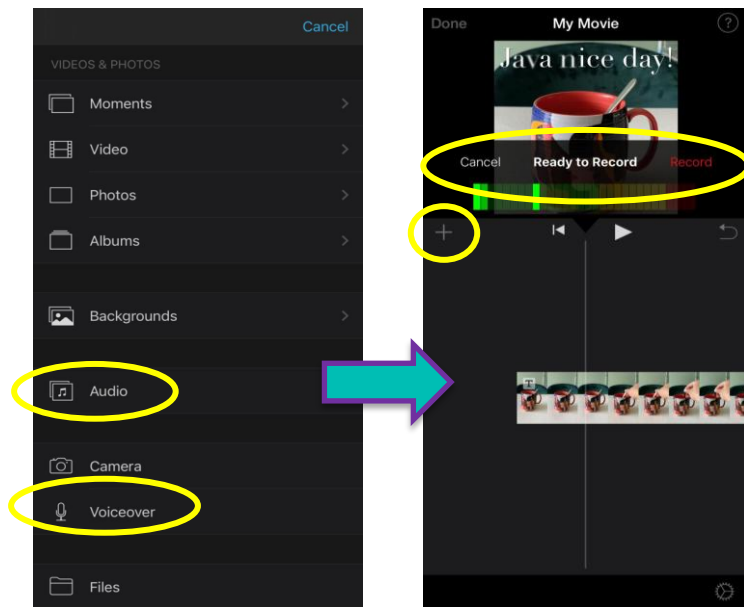
InShot



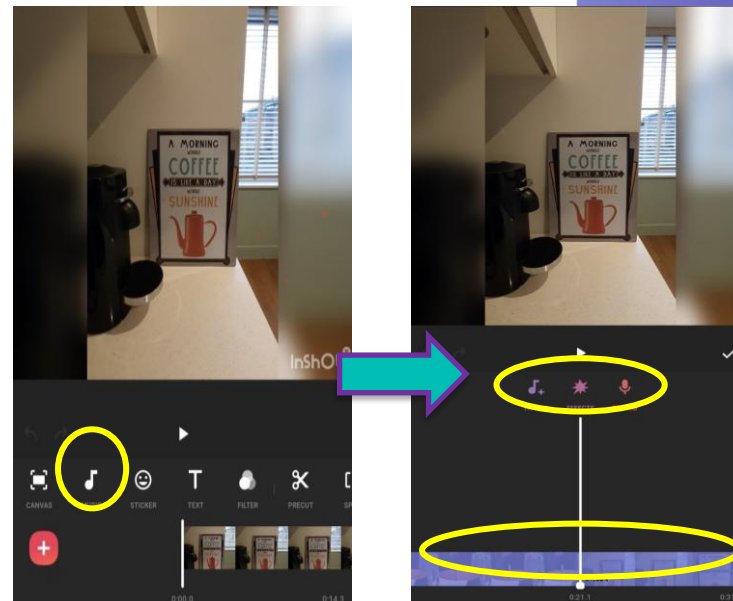
Adding extra sounds

You can add a range of sounds to enhance your film, such as soundtrack, dialogue, sound effects or Foley sounds.

iMovie

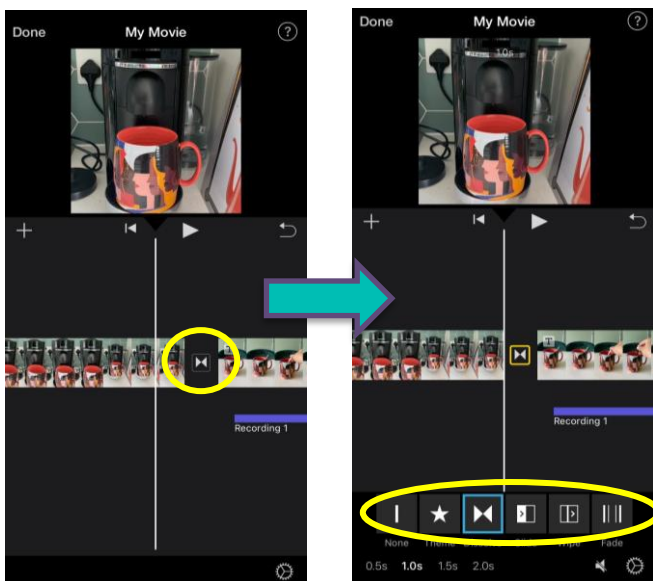


InShot

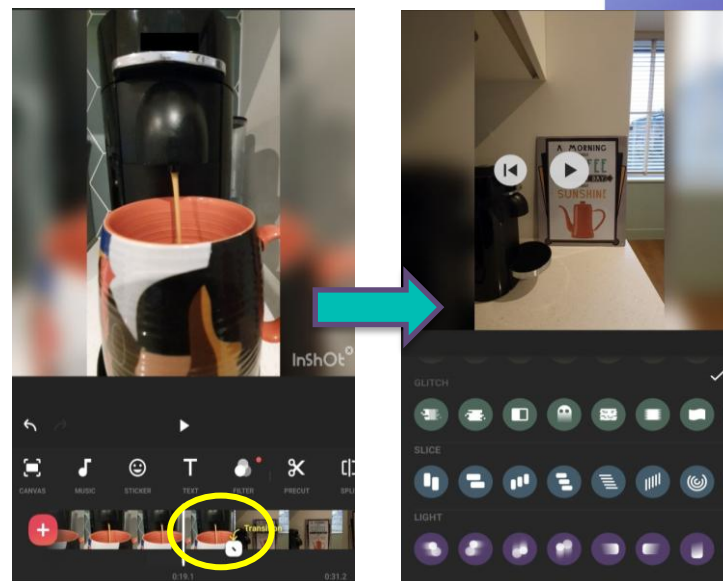


Transitions between clips

iMovie

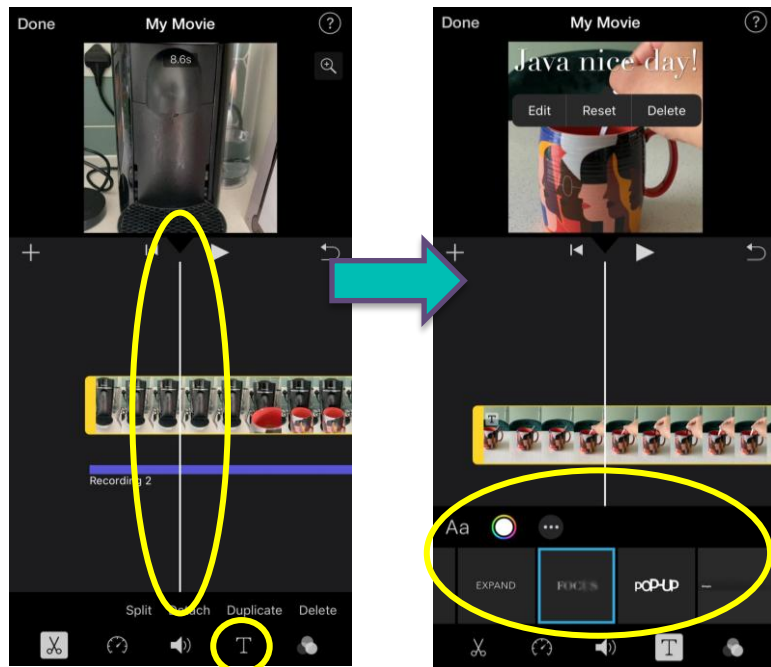


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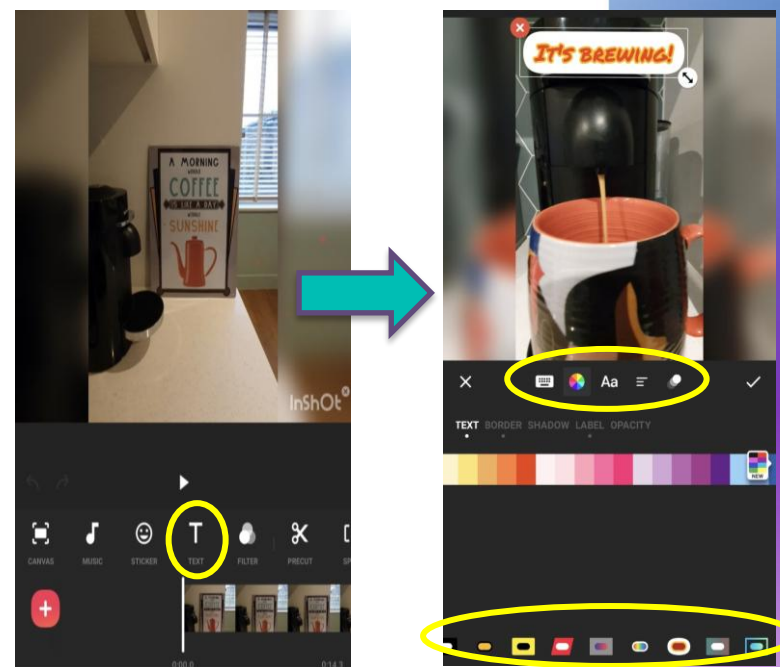


Add titles and text

iMovie






InShot



Editing

Headline editing notes:

-  Select your clips
-  Trim clips
-  Re-arrange clips

Looking ahead

- ▶ What have you taken away from today's session?
- ▶ What has been most useful?
- ▶ What might you try out first?
- ▶ What might you need to adapt?

Into Film+



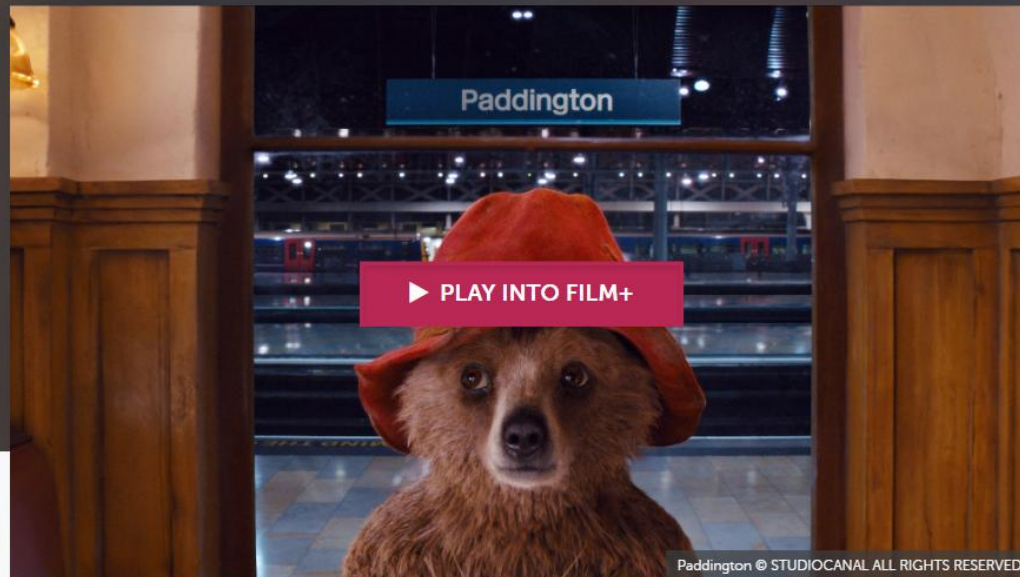
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PADDINGTON



YEAR
2014

DURATION
91 MINUTES

GENRES
COMEDY, FAMILY

LANGUAGE
ENGLISH

 **Certificate**

[▶ PLAY INTO FILM+](#)

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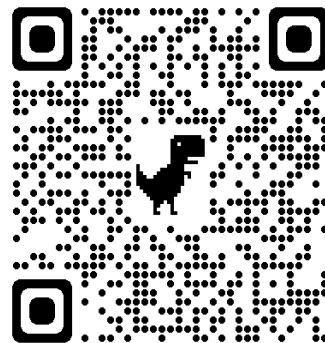
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Want to learn more?

Explore the free courses available on our online learning platform.

Learn more about using film and filmmaking for learning and engage with educators from across the UK.

Link to our Filmmaking Hub for educators:



Filmmaking competitions

Our filmmaking competitions are open to young people across the UK aged 5-19.

- ▶ **Film of the Month:** Rewards films of any genre, exploring any theme.
- ▶ **Curricular Film of the Month:** Celebrates films created specifically to support curriculum learning.
- ▶ **Into Film Awards:** Showcases and rewards the best in youth school and community filmmaking at an annual event.



Careers in Film

Are your students interested in a career in the screen industries?

Visit our [Careers in Film hub!](#)



It was great to see Laura in action on set in the animation. The session was so well structured, and we were delighted to have had many questions answered.'

- Teacher, Hillside school Aberdeenshire



More from Into Film

www.intofilm.org/resources

www.intofilm.org/training

Social Media

Facebook: Into Film

Twitter: @intofilm_edu



More from Into Film

Contact your region:

Frederick Leo or [Nicola Kettlewood](mailto:Nicola.Kettlewood@intofilm.org)
edinburgh@intofilm.org

Other training we provide:

Mindfulness

Animation

Literacy

Careers in Film



Thank you

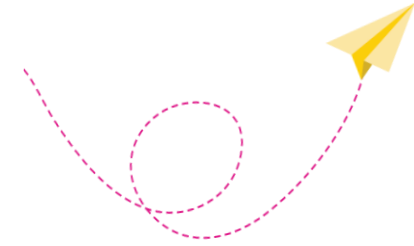
We hope you enjoyed this session.

Before you go, we'd be grateful if you could complete a short survey to share your feedback.



<https://intofilm.tfaforms.net/4972896>

Upcoming Reading Schools support and other opportunities



[Scottish Book Trust CLPL collection on Eventbrite](#)

- [Vlogging and Vox Pops with Into Film](#) – Tuesday 19 May, 4.15–5.30pm
- [Let's Lend a Haun: Teaching Scots with Confidence](#) – Tuesday 9 June, 4.30-5.30pm
- [Past Scottish Book Trust webinars for teachers and early years practitioners](#) On demand

On-demand Webinars and Shared Practice showcases with speakers from schools across the country [*Filter [Resources](#) by type: Training videos*]

Any questions..?

Pop them in the chat or unmute and speak with us!



Thank you

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