How to Create a Book Trailer
with MS PowerPoint

Mary F. Burns

Presentation by Alison McMahan and Mary F. Burns
for the Fifth North American
Historical Novel Society
St. Petersburg, FL
June 21-23, 2013

How to Create a Book Trailer with MS PowerPoint
Mary F. Burns

Hands-on, step-by-step development of a 1-minute book trailer using Microsoft PowerPoint. Workshop will include these steps:

- Thinking it through before you start – theme, atmosphere, message
- Principles of good one-minute trailers – pacing, building tension, content
- Using music and pictures
- How/Where to use the trailer for marketing purposes (discussion)

1. Thinking it through before you start.

What is the through-line for your novel?
Practice describing your novel in 175 words; then 75 words; then 25 words. Example:

75 words
From 1882 to 1884, John Singer Sargent painted his greatest masterpieces—the *Daughters of Edward Darley Boit* and *Madame X*—haunting portraits with dark psychological depths. The first unconsciously revealed a secret that would cause great anguish in his private life; the other created a social scandal that drove him from Paris forever. *Portraits of an Artist* presents the subjects of Sargent's paintings—family, friends, enemies, lovers—to tell his story from their own perspectives.

25 words
Portraits unmask the painter more than the subject, said Oscar Wilde—and John Singer Sargent's portraits told more than he ever wanted anyone to know.
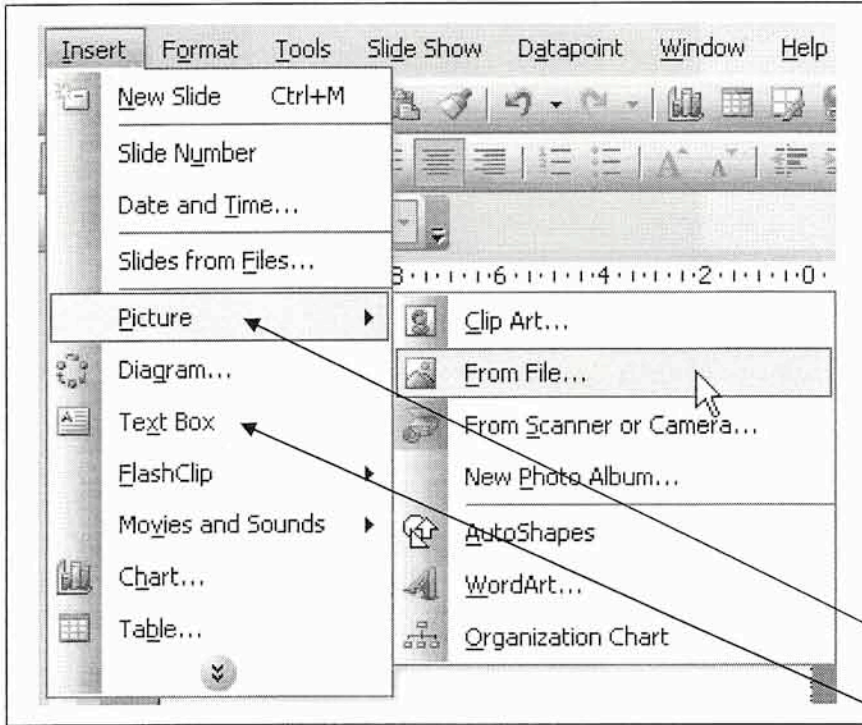
- Find the key words that describe your novel.
  - "haunting" "psychological" "secret" "anguish" "scandal"
- Consider what words describe the atmosphere you want to create.
  - Mysterious, sensual, intriguing, colorful, bohemian, daring
- Consider the kind of music that would provide an appropriate background (classical, rock, folk, jazz, new age – should be instrumental).

2. Apply the principles of good one-minute (max 90 seconds) trailers.

- Eight to ten pages/slides in PowerPoint
- Minimal words per page
- Use of great images and color (or black & white)
- Memorable and appropriate music, well-paced to words/pictures
- Building to a climax, with tension and revelation/release
- Finish with the book cover and publication date; website reference

Insert | Format | Tools | Slide Show | Datapoint | Window | Help

- New Slide   Ctrl+M
- Slide Number
- Date and Time...
- Slides from Files...
- Picture ▶
  - Clip Art...
  - From File...
  - From Scanner or Camera...
  - New Photo Album...
  - AutoShapes
  - WordArt...
  - Organization Chart
- Diagram...
- Text Box
- FlashClip ▶
- Movies and Sounds ▶
- Chart...
- Table...

Microsoft Office PowerPoint

ⓘ How do you want the sound to start in the slide show?

Show Help >>

[Automatically]   [When Clicked]

Custom Animation

Change ▾ | Remove
Modify: Play
Start: ⏱ After Previous
Property:
Speed:

0 ⏱ ▷ Dig Dug Theme....
- Start On Click
- Start With Previous
- Start After Previous
- Effect Options...
- Timing...
- Show Advanced Timeline
- Remove

▶ Play | Slide Show
☑ AutoPreview

Play Sound
Effect | Timing | Sound Settings
Start playing
- ⦿ From beginning
- ○ From last position
- ○ From time: [   ] seconds
Stop playing
- ○ On click
- ○ After current slide
- ⦿ After: [8] slides
Enhancements
Sound: [No Sound]
After animation: Don't Dim
Animate text:

% delay between letters

[OK] [Cancel]

3. Make a Book Trailer with PowerPoint (PP) – step by step onscreen/live build
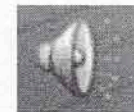
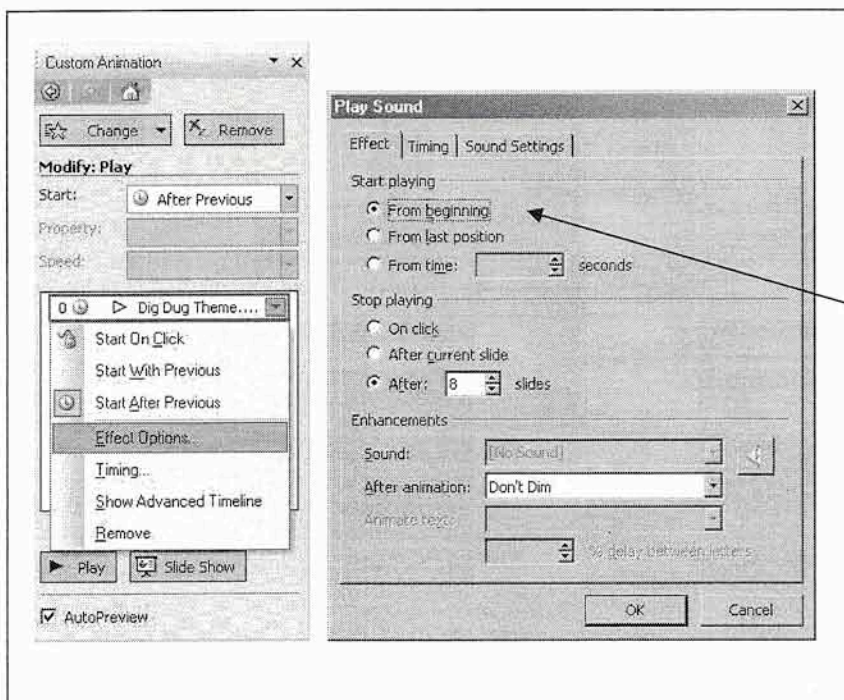<u>INSERTING WORDS, IMAGES and MUSIC</u>

- Find a piece of music (or several) to have ready as mp3/4 files to try out, that match the "atmosphere" you want to create.
- In PP, start with a "blank" page, then pick a background theme, color, typeface (these can be changed later if you want); add 6 "new slides" choosing "blank" format for each one.
- Insert any **images** or pictures that you will be using.
- Insert a **Text Box** on each page into which you will type the words that will go on that page.
- Insert the **music file** on the first page, making sure you do the following:
  - Insert > Sound > Sound from file > click on the file (or Insert/Audio
  - PP will ask "how to you want the sound to start in the slide show?" Click "Automatically"
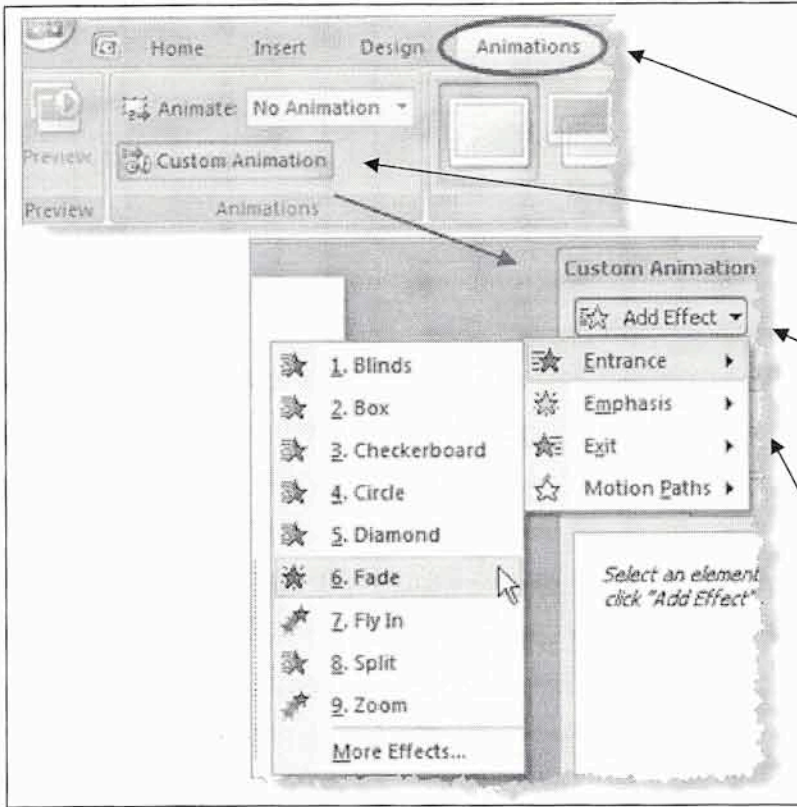 - A little yellow megaphone will appear; while it is still selected, go to the top menu bar and click on "Hide During Show"; then where it says "Play Sound", click the drop down bar and makes your choices.
  - Move the megaphone down to the lower left-hand corner; it will briefly show up at the beginning of the slide show, then disappear.
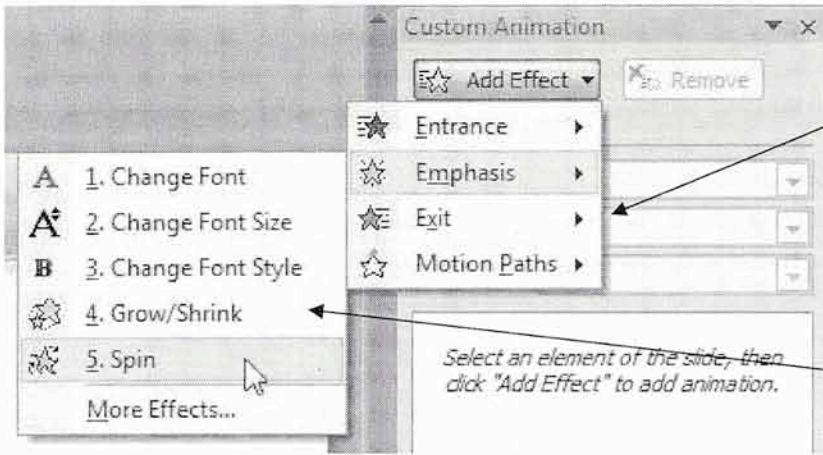
- Select the text or image that you want to appear first on the screen.
- Click on "Animations" in the top menu bar.
- Click on "Custom Animation" in the secondary bar, and a vertical menu column should appear at the right side of the screen.
- Click on "Add Effect" then click the arrow next to "Entrance" (or let the mouse hover on it) and a sub-menu of special effects will appear. Take a look at them all but choose one. Hint: it's best not to use many different effects, it detracts from your message.
- The green star indicates the "Entrance" mode; a red star is the "Exit" mode; yellow is for an "Emphasis" effect; and a white star is for "Motion". Each one is a separate set-up for the text or image.
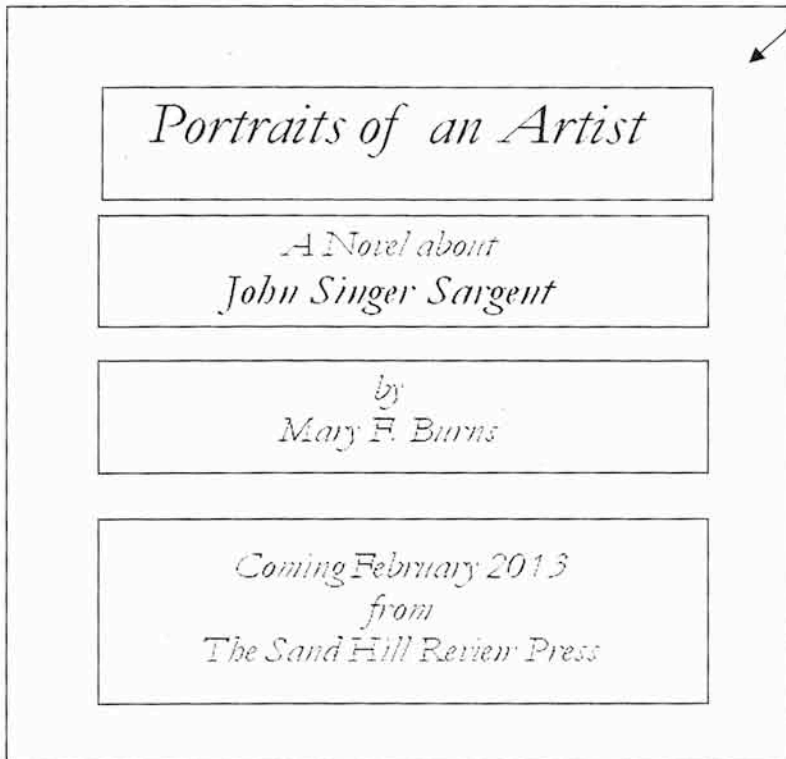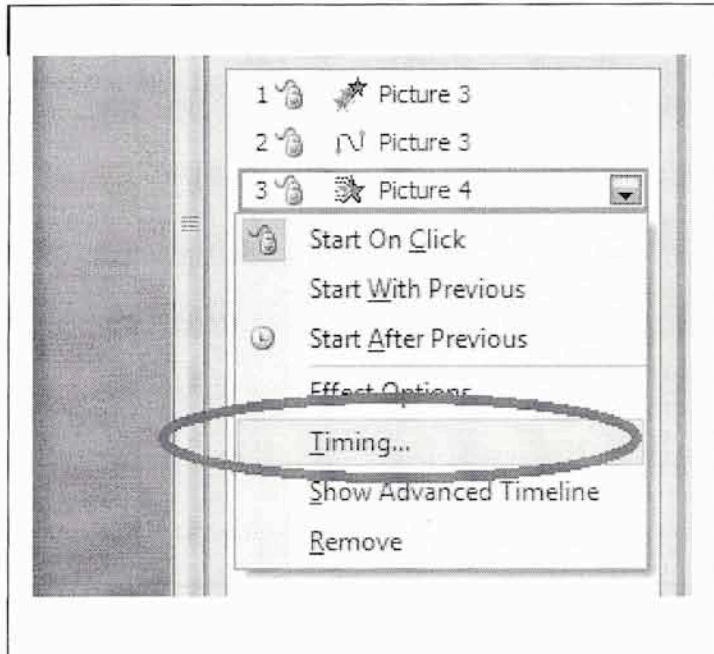- Still in the right-hand column menu, click the arrow in the "Start" box and choose "With Previous" (*never* "On Click")
- Click the arrow in the "Speed" box and choose how fast or slow you want the words or image to appear. You can test the speed by clicking "Play" at the bottom of the column menu; it will play only the slide you are on so you can see the effects.
- Each image or text box you set up will show up in a "list" and will be numbered and starred (see above for color explanations).
- Note: at the bottom of the column, you can select "AutoPreview" so you can immediately see how the special effect plays out as you choose it.

Custom Animation ▼ ✕

☆ Add Effect ▼ ✕ Remove

⊞★ Entrance ▶
☆ Emphasis ▶
★ Exit ▶
☆ Motion Paths ▶

A 1. Change Font
A⁺ 2. Change Font Size
B 3. Change Font Style
❀ 4. Grow/Shrink
❊ 5. Spin
    More Effects...

Select an element of the slide, then click "Add Effect" to add animation.

- With the image or text box still selected, click on "Add Effect" again and go to "Exit" and repeat the process – that is, if you want the image/text to "Fade Out", for example, after it has "Faded In". You <u>don't need</u> an exit, you can just go on to the next slide.
- Test out the "Emphasis" effects, like spinning, growing then shrinking – they're fun! Also "Motion Paths" which will move your text or image in a 'path' you define for it across the slide.
- If you want individual lines of text to appear, one after another, each line must be in its own text box, and be set up as a custom animation with its own Entrance and Exit effects.
- For each additional text box or image on a single page, you need to indicate, in the "Start" section, whether it should appear (or fade out) "With" the previous image or "After" the previous image.
- NOTE: on the first page, the MUSIC box should be first in order, and the image or text that follows it should be marked Start "With Previous" so that the image will appear as the music starts. The Music does not get an Exit, as you have marked it to play throughout the show.
- Repeat this for as many pages/slides as you have in your show.

Portraits of an Artist

A Novel about
John Singer Sargent

by
Mary F. Burns

Coming February 2013
from
The Sand Hill Review Press

Microsoft PowerPoint - [Presentation1]

File   Edit   View   Insert   Format   Tools   Slide Show   Window   Help


```
1 🔒  ⭐  Picture 3
2 🔒  🎵  Picture 3
3 🔒  💫  Picture 4            ▼

🔒   Start On Click
     Start With Previous
🕐   Start After Previous
     Effect Options
     Timing...
     Show Advanced Timeline
     Remove
```

Sample Book Trailers

- *Portraits of an Artist* trailer – used in the step-by-step process
  http://www.authorstream.com/Presentation/jwriter-1581815-sargent-book-trailer-short-nov-2012/
- *A Time to Cast Away Stones* trailer – for something completely different!
  http://www.youtube.com/watch?v=bx8ICzxm5RI

Contact Mary Burns at maryfburns@att.net
Visit: www.maryfburns.com
www.portraitsofanartist.blogspot.com
www.literarygracenotes.blogspot.com

TIMING: MUSIC, WORDS AND IMAGES

- To see how your music synchs up with your slides, click on "SLIDE SHOW" from the top menu bar and click "From the Beginning" on the left hand side. Play it through to the end, noting anything that doesn't seem to work. If your slides don't progress, go back to that "Slide Sorter" / "Animations" mode and make sure there is a transition marked for each slide. If the music won't play, check that it's marked "Play to end of slides" and that it is listed in the "Custom Animation" column on the right hand side when you select the megaphone icon.

- Now the adjusting begins! Go back and adjust each individual image or text box for the Speed of your Effects timing, Entrances and Exits, With or After Previous settings, and the amount of time between each slide (you can make it 0 and anything above that). In the Custom Animation column, you can adjust the timings to "delay" an exit by increments of half a second, or by inserting another effect in between the Entrance and the Exit.

- Timing adjustments are tedious and painstaking – that's kind of why you want to keep your images and text boxes clean and simple, and few in number!