

EU Read & Art

Training on the creation of book trailers



Lesson 3: Production

Training on the creation of book trailers

Lesson 2: Pre-production

Training on the creation of book trailers

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Lesson 3: Production

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Lesson 2: Pre-production

Lesson 3: Production

Lesson 4: Post-production

Training on the creation of book trailers

Lesson 3: Production

Training on the creation of book trailers

Lesson 3: Production

- Stock videos

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- Stock videos
- Stock music and audio effects

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- Video editing:

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Lesson 3: Production

- Stock videos
- Stock music
- Video software
- Video editing:
 - Adding text
 - Transitions
 - Video effects
 - Export final video

The Creation of a Book Trailer

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For that purpose, we will start with the aesthetic choice. Graphic design in the creation of trailers will also be relevant, as our trailers will include text and elements belonging to the field.

The Aesthetic Choice

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- Do we want it to be intriguing?
- Is it full of action or rather calm?
- Does it include a drama?

The Aesthetic Choice

Using our logline and treatment or synopsis, we will define the overall mood of the trailer:

- Do we want it to be intriguing?
- Is it full of action or rather calm?
- Does it include a drama?
- Are there any mysteries?

The Aesthetic Choice

- The Terminator -

The Aesthetic Choice

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- **Finding Nemo** -
- **The Godfather** -

The Aesthetic Choice

- **The Terminator** - Futuristic, robotic
- **Harry Potter** - Mystery, magic, wizard
- **Lord of the Rings** - Medieval age, mystery, drama
- **Finding Nemo** - Drama, adventure, childish
- **The Godfather** - Drama, action, majestic

The Aesthetic Choice

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- **Typography**

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Which elements will be relevant to convey the overall tone of our teaser?

- **Typography**
- **Color palette**
- **Composition**
- **Transitions**



Typography

It is one of the most important elements of graphic design.

We won't get in depth into it. However, we will visit the most relevant types of typefaces and attend to several considerations when designing the text in our videos.

Types of typefaces

TEXT

Serif

TEXT

Sans-Serif

Text

Script
Decorative

Types of typefaces

The easiest to read are serif typefaces, we will try to focus on using them for long texts.

Script or Decorative typefaces are used marginally for titles or short texts, as they are often complicated to read for long texts.

Mixing of typefaces

When mixing typefaces, we will always avoid having two very similar typographies together, aiming for very noticeable difference among them.

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Snow
White

Snow
White

Snow
White

Snow
WHITE

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In our case, we will also incorporate graphic elements that we can align with the color we want to stick to.

Color palette

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When adding graphic elements, we can define which color palette we want to use for the look of our trailer.

A good practice, would be to stick to a controlled color palette. Something that we can use for defining it, is the following tool:

<https://color.adobe.com/create>

YOUR TIME TO WORK

Define two typographies and a color palette (2 or 3 colors) for the following movies:

- **The Terminator** - Futuristic, robotic
- **Harry Potter** - Mystery, magic, wizard
- **Lord of the Rings** - Medieval age, mystery, drama
- **Finding Nemo** - Drama, adventure, childish
- **The Godfather** - Drama, action, majestic

Composition

Composition is also a key element in the position of the visual elements on our trailer, for example, of the text.

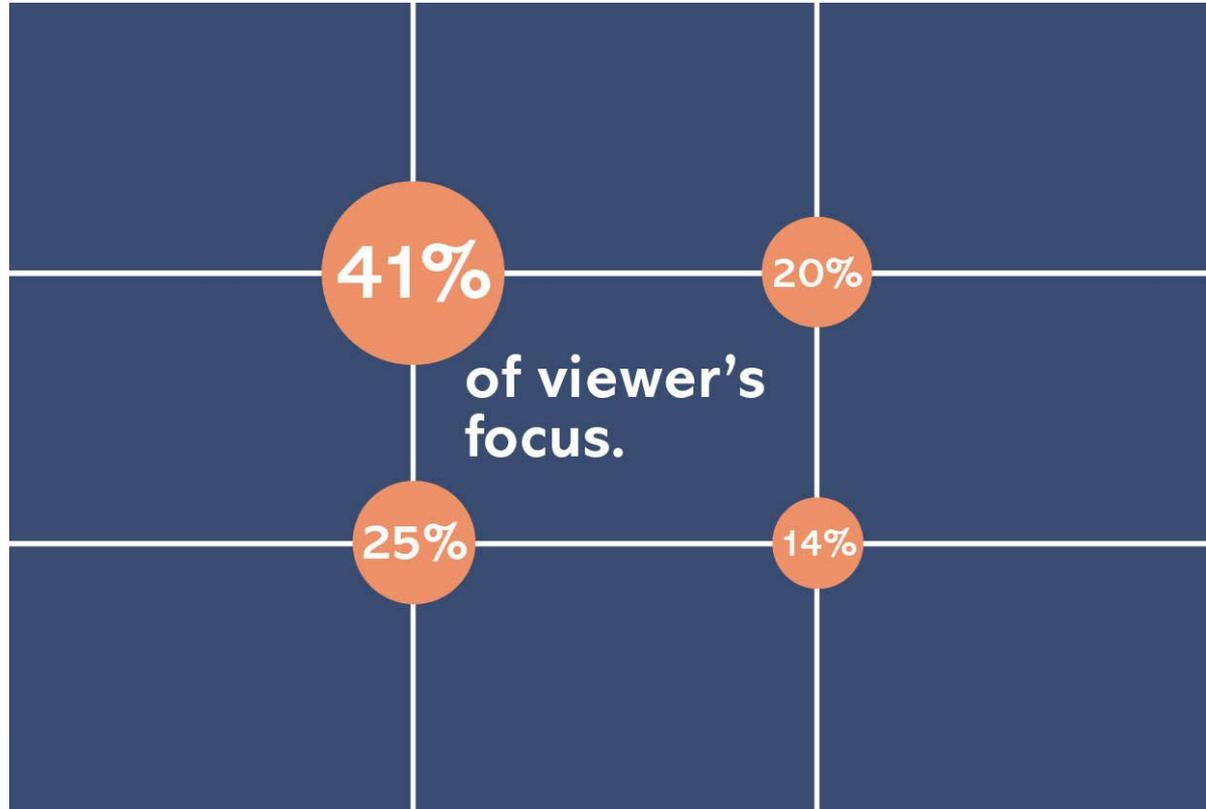
There is a lot that could be said about composition, but to simplify, we will see only one rule: **the rule of thirds**

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Composition: the rule of thirds

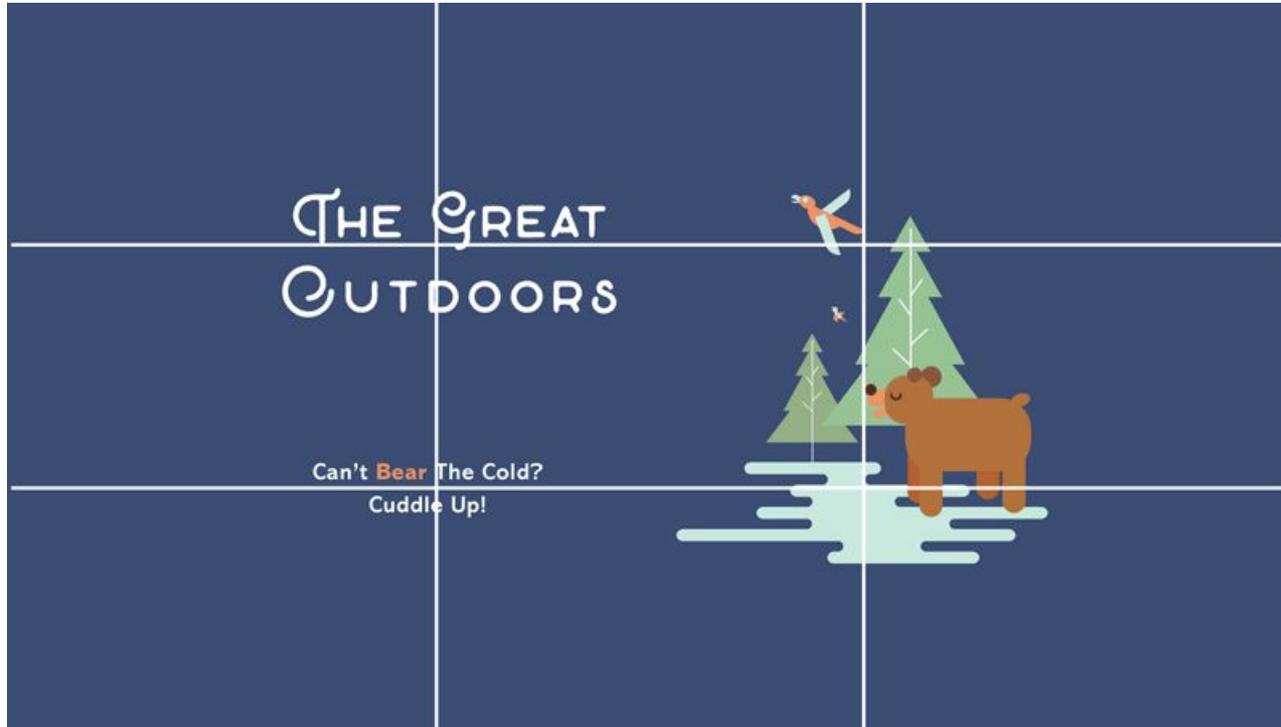




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Transitions

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Since we started consuming audiovisual material, we have been educated in ignoring the cuts and accepting them as part of the production.

However, different cuts will have different implications, we'll see some types that we can use.

Transitions

Cut transition:

<https://youtu.be/aseq2GCIZ9U?t=57>

Fade in/fade out:

<https://youtu.be/OAH0MoAv2CI?t=232>

Where to find material for your trailers



Where to find material for your trailers

Copyright, attribution, commercial use and CC0

We cannot use any video or music for our trailers. As we are creating promotional videos, they may be taken under the “commercial use” category and you could face legal problems.

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The videos that we will use are the ones marked for commercial use, with or without attribution, and preferably with CC0 marking.

<https://creativecommons.org/about/cclicenses/>

Where to find material for your trailers

- <https://www.pexels.com/videos/>
- <https://pixabay.com/videos/>

List of websites

