



UB THE DIRECTOR™

In collaboration with **DIGITAL BOOKTALK™ (DBT)**, **FLaRE** is seeking student created book trailers in order to create an accessible library of videos to promote reading. Submissions will be reviewed for possible publication on the **DIGITAL BOOKTALK™** Web site.

What is **Video Book Trailer®**? A Book Trailer®...

- is a “movie-style” trailer about a book itself, NOT a movie trailer from a movie made for the book.
- has a goal of engaging and attracting readers.
- should present the central characters, themes, mood, issues, or storyline of the book.
- is not a traditional “booktalk” in which you simply talk about the context of the book, but it is a re-enactment of the book in narrative format.

Background:

- Dr. Robert Kenny, a professor in the Department of Digital Media at the University of Central Florida, initially conceived of using book trailers to motivate reluctant and striving readers.
- In collaboration with Dr. Glenda Gunter, Program Coordinator for the Educational Technology program at UCF, they have since extensively researched and developed instructional and teacher training models based on teaching the basics of the story invention process.
- **DIGITAL BOOKTALK™** is the product of their ongoing efforts. The instructional model—**UB-the-Director™**—is available via a free registration at **DBT** [<http://digitalbooktalk.com/>].

Submission Requirements:

- The video should be created with some combination of copyright free stills, text, video, music, sound, effects, and/or student voice-overs.
- Length: one to two minutes maximum
- Submission formats: .avi, .wmv, .mov, .flv, .mpeg, or .mp4
- Files should be no larger than approximately 20-30 Mbs. In order to keep file sizes small, aspect ratios should be no larger than 640 x 480. We also prefer a framing rate of 15 fps.
- Multimedia elements must adhere to copyright guidelines. Submissions that include ANY copyrighted music, footage, or images will NOT be accepted.
- The book title and author must be identified in the movie, but DO NOT include a picture of the book cover.
- Student creator(s), school, sponsoring teacher, and the source of any non-original, multimedia elements (images and sounds) and permissions must be identified in the credits.
- All accepted submissions may be published on the **DIGITAL BOOKTALK™** Web site. By submitting your works, you are releasing publication and talent presentation rights to the **University of Central Florida** and **DIGITAL BOOKTALK™** and are certifying that the work is free of copyright violations.

For more information on how to submit a trailer, visit <http://flare.ucf.edu/UB-the-Director.htm>.



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