

“Booktrailer readers”

LLP_ Grundtvig Workshops

Teaching coordinator: Francesca Vannucchi

Program of the Workshop:

Monday 20th May 2013
General survey of booktrailers

Tutor: Eva Carducci
Teacher's Assistant
University of Rome Tor Vergata

Teacher: Francesca Vannucchi
Lecturer of Sociology of cultural communication
University of Rome Tor Vergata

**The first lesson focuses on the theme
of the communication of books
and on the historical evolution of this
new product, the booktrailer.**

Principal topics of the lesson:

- What a booktrailer is.
- What its origins are.
- The development and the dissemination of the booktrailer, particularly in Europe.
- The State of the art: as a marketing tool for the book product became a strategy to promote the reading.

Tuesday 21st May 2013
Study and analysis of booktrailers

Tutor: Eva Carducci
Teacher's Assistant
University of Rome Tor Vergata

Teacher: Francesca Vannucchi
Lecturer of Sociology of cultural communication
University of Rome Tor Vergata

**The second lesson is dedicated to viewing
and analysis of the book trailers,
with the aim of showing the various ways
in which these products are realized.**

Principal topics of the lesson:

- Vision of the book trailers.
- Different type of book trailers.
- Analysis of the meaning of these videos.
- Technical analysis of these videos.

Wednesday 22nd May 2013
Storyboard design in order to
realize a booktrailer

Tutor: Eva Carducci
Teacher's Assistant
University of Rome Tor Vergata

Teacher: Juan Carlos Concha
Professor of the Institut d'Ensenyament
Multimèdia (IDEM)
en Spain

The third lesson focuses about the explanation of the techniques of creation of a storyboard for the production of a book trailer. The aim is produce a storyboard.

Principal topics of the lesson:

- What a storyboard is.
- How to create a storyboard.
- Create a storyboard for the production of a booktrailer

Friday 24th May 2013
Carrying out a booktrailer

Tutor: Eva Carducci
Teacher's Assistant
University of Rome Tor Vergata

Teacher: Aldo Trousselle
Professor of the Institut d'Ensenyament
Multimèdia (IDEM)
en France

The fifth lesson concludes the workshop with the basics about the production of a booktrailer. The students will use all the information learned during the lessons: what a booktrailer is, how to create a storyboard, where the open source materials are available.

Principal topics of the lesson:

- How to use a software for video production.
- How to produce a video from the storyboard.
- The production of a booktrailer.

Thursday 23rd May 2013
Research work of material useful
for the creation of a booktrailer

Tutor: Eva Carducci
Teacher's Assistant
University of Rome Tor Vergata

Teacher: Francesca Vannucchi
Lecturer of Sociology of cultural communication
University of Rome Tor Vergata

The fourth lesson shows the use of materials downloaded from Internet, available in free access or through the licenses of Creative Commons.

These data are needed to produce book trailers that do not violate the law protecting the copyright.

Principal topics of the lesson:

- What the copyright is.
- What the licenses of Creative Commons are.
- The sources for images, videos, music in free access.

