

Book Trailer Creation: Production Info and Online Resources

You do not have to spend a lot of money to make a decent book trailer. There are many excellent resources available to D.Y.I. creators for little to no cost. Please be sure to check copyright information prior to using any image or audio clip.

Photo Sizes

NOTE: Get the best resolution you can afford. If using free images, look for these sizes (there is a smaller size available, but it will not look good on all monitors). Rule of thumb is that the more pixels there are, the higher the resolution. Photos are usually .jpg or .png formats.

**If you are buying stock images, size will make a difference in price.

Tip: Look for horizontal images. You can use vertical images, but they will have black fill in where image doesn't fit.

Average - 640 x 360

HD (High Definition) 720 - 1230 x 720

HD (High Definition) - 1920 x 1080 (full HD resolution)

Video Sizes

NOTE: Video formats are always horizontal

4:3 is standard

16:9 is H

Photos

Animal Photos! - Creative Commons, free images of animals

<http://www.animalphotos.info> (yes, that's .info)

dreamstime - royalty-free and stock photos / video at low or no cost

<https://www.dreamstime.com>

flickr - this link goes directly to the Creative Commons page (with links to images)

<https://www.flickr.com/creativecommons>

Focus Fitness - Free fitness, health, diet, yoga, running, food images for personal & commercial use.

<https://www.focusfitness.net/stock-photos/>

Gratisography - copyright-free images, free

<http://www.gratisography.com>

imagebase a/k/a DavesFreePhotos - Started by photographer David Niblack and free to use for any purpose. There is a PayPal button to Donate if you choose to contribute something.

<http://www.imagebase.net>
<http://davesfreephotos.com>

istock - Getty Images stock photos, royalty-free images, video clips. Cost varies, some are free. **Getty is known for quality.

<http://www.istockphoto.com>

Pixabay - free for commercial use CC public domain licensed images. First row is advertiser, rest are free. If you donate 10 images to Pixabay, the advertiser links go away when you're logged in.

<http://pixabay.com>

shutterstock - royalty-free images, illustrations, video clips, music, & more / reasonable cost

<http://www.shutterstock.com>

Unsplash - copyright-free images delivered to your email, free

<http://www.unsplash.com>

Video

Note: some of the photo sites listed above also offer video. Video saved as .wmv file.

videoblocks - video clips at reasonable rates **also has graphics and audio components (**audioblocks** - link on site)

<https://www.videoblocks.com>

Vimeo - this link goes directly to the Creative Commons page (has links to video clips)

<https://vimeo.com/creativecommons>

Music

Note: Most common audio files are 16 bit WAV files

300 Monks - royalty-free music at reasonable prices

<http://www.300monks.com>

audiosocket - licensing agreements, reasonably priced, they will do custom

<https://www.audiosocket.com>

Incompetech - royalty-free & licensing **This site has an ad at top - click the black bar with options: Royalty-Free Music / Music FAQ / Music Licenses... (this is the correct bar to click)

<http://www.incompetech.com/music>

Musicbed - licensing agreements, check with them for prices / custom

<https://www.musicbed.com>

NEO Sounds - royalty-free, low to reasonable cost

<https://www.neosounds.com>

purple planet - royalty-free, buy once and use w/o additional fees

<http://www.purple-planet.com>

SmartSound - royalty-free, buy once and use w/o additional fees

<http://www.smartsound.com>

D.I.Y. Music

GarageBand - Apple product - Mac

<http://www.apple.com/mac/garageband/>

GarageBand - for PC

<https://www.appforpcshub.com/garageband-for-pc-windows-mac/>

FX

FindSounds - web search for sound effects **many sounds are free, copyrights apply to others

<http://www.findsounds.com>

Fiverr - hire someone to create audio FX, narration, or music (be sure to check their work and what you actually get for the price).

<https://www.fiverr.com>

soundsnap - sound effects and loops at reasonable rates

<https://www.soundsnap.com>

Copyright Information

CopyrightBasics - PDF

<https://www.copyright.gov/circs/circ01.pdf>

Copyright FAQ

<https://www.copyright.gov/help/faq/>

*****Creative Commons*****

<https://creativecommons.org>

Online Storyboard

StoryboardThat

<http://www.storyboardthat.com>

Video Production

List below in each category is in alphabetical order, not in order of my personal preference. Be sure to read about each program to see if it offers everything you may want to incorporate into your book trailer - some online programs allow music, but no narration, or not both. Others may not allow text in certain areas.

iMovie and Movie Maker are free downloads that I recommend you play around with (both will provide everything you need for creating a decent trailer). Be sure that your computer has the capacity / space for the software download and editing process. Older computers will need older versions of the software (in that case, you may be better off with an online editor). **How to and FAQs are available on the individual websites.

Software for Mac and PC

Software downloaded onto your computer. **Also check for apps to create on ipad, iPhone (Mac) and tablet, smartphone (Windows)

iMovie - Mac

<http://www.apple.com/imovie> - free download (already comes on many Mac computers)

Windows Movie Maker - Microsoft product for PC

<http://www.windows-movie-maker.org>

(you can also go directly to Microsoft website and search for it to download from there)

Camtasia - try for free, buy for Mac or PC

<https://www.techsmith.com/camtasia>

Vegas Pro 14

<http://www.vegascreativesoftware.com/us/vegas-pro/>

Online Editors

Note: If you are creating from a 'free' account from one of the sites listed below, your video will have a watermark. To get a clean copy, you must have a paid subscription.

Tip: Take advantage of the free memberships or trials to see how you like the editor (if you like it, you'll want to pay for removal of watermark). **Be sure to quit before the free trial end date.

Animoto - TRT 20 minutes max / 30 seconds for the free video
<http://www.animoto.com>

Magisto - TRT varies. Free, but several types of subscriptions available at reasonable cost.
<https://www.magisto.com>

Stupeflix - TRT 20 minutes max
<https://studio.stupeflix.com>

WeVideo - see account specifics
<https://www.wevideo.com>

Animation

GoAnimate - subscription needed \$\$
<https://goanimate.com>

iStopMotion - Mac - purchase download on site
<https://boinx.com/istopmotion/mac>

Xtranormal - Must have a subscription. \$ schools / \$\$\$ other
<http://www.xtranormal.com>

Professional Editing Software

Adobe - Creative Cloud - search on site for: Premiere Pro
<http://www.adobe.com>

Avid Media Composer
<http://www.avid.com/media-composer>

Final Cut Pro Mac - iMovie in overdrive
<http://www.apple.com/final-cut-pro>

Online Flipbook Creators

Flip Builder
<http://www.flipbuilder.com>

Flipping Book
<https://flippingbook.com/online-flipbook>

Fun Stuff

CrazyTalk - facial animation software

<https://www.reallusion.com/crazytalk>

Timer

Script to Time Calculator - helps when writing narration

<http://www.edgestudio.com/production/words-to-time-calculator>

Where to Upload

YouTube

<https://www.youtube.com>

Vimeo

<http://www.vimeo.com>

Facebook - create an author page

<http://www.facebook.com>

Goodreads - create an author page

<https://goodreads.com>

Also:

- your author website
- other author websites (exchange trailers or guest blog)
- book review sites
- book reviewer sites
- online newsletter

Create hard copies (DVDs)

- play at book signing and author events
- use as promotional giveaways

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