

Design Brief: Green Screen Book Trailers

Grade: 3-5

Subject: Reading



## Green Screen Book Advertisements (Trailers)

**Background:** We have been reading the book/novel \_\_\_\_\_.

**Design Challenge:** Write a script, make prompts, and film an advertisement for your book using Green Screen.

### **Criteria:**

#### **Characters and/or Props**

- The characters/props can be no taller than 7 inches.
- Have the shape and appearance that reflects the character from the book.
- Must be neatly decorated.
- Must be attached to a green straw or stick.

#### **Green Screen Trailer**

- Includes the name of the book.
- Shares important details about the book without giving away any endings.
- Has an appropriate background.

### **Materials:**

- Tagboard or Notecards or other stiff paper
- Google eyes
- Green straws or sticks
- Notecards
- Construction Paper

### **Tools:**

- Glue
- Markers
- Scissors
- iPads with Green Screen by Doink App



### **Standards:**

Target Virginia SOL Standards: English 3.2, 3.5, 3.12, 4.1, 4.3, 4.5, 5.1, 5.3, 5.5; C/T 3-5.2, 3-5.10, 3-5.11



## Brainstorming



### Answer the following questions:

Who are the characters in the novel?

What props will you need?

What is the setting? What kind of background do you need?

What are the important events to mention in your script?

What must you leave out so you don't spoil the ending?

**Use your brainstorming to create your characters and props and write your script.**



## **Step 1:** Find and Save a Background

- Open Safari
- Use Pics4Learning to find an image
- Save the image to the camera roll of the iPad.

**Step 2:** Use the camera on the iPad to film your scenes in front of the green screen.

**Step 3:** Open DoInk, Start a New Project, and create your video.

- Open DoInk
- Choose a New Project
- Add the background on the bottom layer
- Add video clips on the middle layer

**Step 3:** Save your video.

## Reflect:

Testing: What was tried? What was the result?

Evaluating: Does it meet one or more of the design criteria?

Redesigning: What changes could we make for a design that meets more of the criteria?

# Project Rubric

Criteria Assessed	No Evidence  0	Attempts to meet criteria shows limited understanding  1	Meets some criteria with room for improvement  2	Meets most criteria with room from improvement  3	Meets all criteria  4
<b>Guided Portfolio</b>					
The students brainstormed ideas					
The students wrote a script.					
The student included notes evaluating the solution <i>after</i> they were finished.					
<b>Project</b>					
The characters/props are no taller than 7 inches.					
Characters and props are neatly decorated.					
Characters and props are attached to green sticks.					
Video includes the name of the book.					
Video has an appropriate background that goes with the book.					
Shares important details about the book without giving away any endings.					
<b>Oral Presentation/Group Work</b>					
The student uses grammatically correct language.					
The student uses clear and specific vocabulary to communicate ideas.					
The student worked cooperatively with his or her group and was an effective group member.					
All group members contributed to the project.					