

CREATE A BOOK TRAILER WITH COREL VIDEOSTUDIO®

A Workshop by Rhonda Dragomir

STEP ONE: Devise a plan.

1. Develop a proposed outcome and purpose for the video.
2. Create an overall visual theme, including colors.
3. Think of the overall mood, write adjectives to describe it.
4. Decide on an acceptable length. Two minutes or less for an online video.
5. Watch other videos for inspiration.

STEP TWO: Write the text.

1. Write tight. Phrases might be needed rather than complete sentences.
2. Be sure to include your hook and feature the central conflict.
3. Blurbs (200 words) are usually too long. Aim for less than 100 words.
4. Pay attention to alliteration and rhythm.

STEP THREE: Find and edit images.

1. Develop search terms based on your text.
2. Search for images licensed free for commercial use: www.unsplash.com, www.pexels.com, www.pixabay.com, www.morguefile.com.
3. Search for licensed images you can use by purchasing them at a low cost: www.pond5.com , www.dreamstime.com , www.istockphoto.com .
4. A helpful website for more information: <https://www.benchmarkone.com/blog/8-sites-free-cheap-stock-photos/> .
5. Edit images to a uniform size and resolution in order to create visual harmony. I recommend a 16:9 ratio, 1920 x 1080 pixels at 150 dpi resolution.
6. Save the images in a folder on your computer in a .jpg or .png format.
7. Number the images in the order in which they will be inserted, using a three-digit format (001, 002, etc.)
8. If you don't have good photo editing software, I recommend an online service at www.photopea.com. Watch their tutorials at www.photopea.com/tuts .

STEP FOUR: Find appropriate music.

1. Use the mood adjectives you used as search terms on music sites to find tracks that will suit.
2. Search the internet for free, appropriately licensed music, or purchase music tracks at www.pond5.com, www.soundcloud.com ,
3. You may also hire a composer to create a custom sound track. My brother's site: www.custommusiccreations.com .
4. Keep in mind, if your mood changes throughout your video, you might need more than one track.
5. The best format for VideoStudio is .mp3.

STEP FIVE: Purchase VideoStudio and watch tutorials.

1. You may purchase VideoStudio at <https://www.videostudiopro.com/en/> .
2. Compare editions and prices and make an informed choice. I use the Ultimate version.

STEP SIX:

1. Create a new project.
2. Set preferences; use defaults except
 - a. On General tab, customize AutoSave to two minutes (default is 10).
 - b. Customize file saving location (working folder) to the one you created for photos.
 - c. On Edit tab, set default photo duration to your preference (default is 7 seconds, but this is long. I set 5 seconds).
3. Select the Edit tab and create a new project folder.
4. Import edited photos and music tracks to project folder.
5. Click and drag media to timeline.
 - a. Begin with typing titles/text into the Title1 timeline. Choose animations if needed, but don't go wild. Use only one font and color unless content dictates otherwise.
 - b. Insert music tracks to the Music1 timeline, edit title length to fit musical transitions.
 - c. Insert photos to the Video track; edit length to correspond with the music/titles. Select transitions and video filters if desired.
 - d. Play the project in the preview window to see the entire video (all five tracks); if you play the clip selection, it will only show you the selected clip.

STEP SEVEN: Render the project to an appropriate format.

1. Select the Share tab and select an output format.
 - a. If you click on each format, the program will advise you how that particular format is best used.
 - b. MPEG4 is the preferred format for multiple uses, and a good resolution for uploading to YouTube.
 - c. Under the drop-down menu, you may select different options for the MPEG 4 size, etc. The default is 1280 x 720, a 16:9 aspect ratio, at 30 frames per second and 16 bit stereo audio. Only change this default if you've done your research. Remember: the higher the resolution, the bigger the file. Video files are HUGE! Your computer may freeze if you select a resolution higher than your video card can handle.
 - d. AVI files are best for burning on a DVD, because the DV stands for Digital Video. If your computer has a DVD-R drive, you can create the file (render the video) and then burn it onto a DVD. The DVD can then be duplicated for play on a computer or television. If you select this option, be sure to use the dropdown menu to select a 16:9 ratio (the default is 4:3).
 - e. Name your video file. If rendering a second time, DO NOT overwrite. Give it a different name.
 - f. Once you have made your selections, click the Start button. Rendering the video file will take several minutes. A progress bar is shown.
 - g. The video will automatically play when rendering is complete. If not, go to your folder and play the video with the appropriate app.
 - h. If you see elements that are rough or unpleasing, use the program to edit the video and render it again.