Book Promotion Poster or Electronic Advertisement

For this assignment, you will be preparing promotional material for the novel or nonfiction work you have read. You may imagine yourself in the position of an advertising copywriter, creating a product that will help convince people to read the work you have selected. There are several options to pick from in terms of the product you will be creating. You could create face-to-face promotion, like a book display poster, exhibit, or a book talk, or make an online/computer presentation, such as a PowerPoint slideshow, Prezi presentation, or a video book trailer.

1. Decide on the selling point of your book. Whatever the central purpose is of your book is going to be what you base your poster upon.

2. Collect blurbs and reviews from those who write in the genre or are experts in the field. Seeing a recognizable name on your poster may entice people to find out more about the book.

3. Write the copy (the text) that will grace the poster using the theme on which you have settled. Make sure that what you write is not stilted or boring. Try to evoke an emotional response from those who will see your poster or presentation.

4. Choose a style for your poster or project that will complement the book’s cover and your promotional copy. Take into account your book’s target audience and what will likely draw their attention to your poster. Don’t overdo it, however. A cluttered poster will look amateurish and cause your audience to ignore your offering.

5. Combine the copy and design elements into an aesthetically pleasing way using the style you decided upon earlier.

You will be displaying your book promotion at a Book Festival in the class – either in person, on a display board, or on the laptop and projector. You could also make available simple handouts.

Rubric for Book Talk / Book Trailer

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| --- | --- | --- | --- | --- |
|  | **I want to read this book today! May I borrow your copy?** **4** | **I think I might like to read this book some time.** **3** | **I might take a look at this book if I don’t have something else to do.** **2** | **You couldn’t pay me to read this book!** **1-0** |
| **Purpose and Audience** | Book talk/trailer is a performance that hooks the listener by making the book intriguing and attractive | Book talk/trailer is a presentation that clearly communicates the speaker’s enjoyment of the book. | Book talk/trailer is a review of the positive features of the book. | Book talk/trailer is a simple plot summary. |
| **Argument** | Content and style are convincing. | Content and style are somewhat convincing. | Content or style is somewhat convincing. | Neither content nor style is convincing. |
| **Evidence** | Book talk/trailer covers the most significant aspects of the book. Supporting details are specific, relevant, interesting, and strongly support argument. | Book talk/trailer covers some of the most significant aspects of the book. Details are specific and relevant and adequately support argument, but may lack richness. | Book talk/trailer covers a few significant aspects of the book. Details are generally specific and relevant and mostly support argument. | Book talk/trailer doesn’t cover the basics. Details are vague and/or irrelevant, lack elaboration, and may not support argument. |
| **Organization** | Carefully and subtly organized from beginning to end. | Logically organized from beginning to end. | May have lapses in order or structure. | Lacks organization and is unfocused and difficult to follow. |
| **Bonus Points!!****Visual/Audio Appeal** | Visual and/or audio elements are creative, exciting, intriguing, and/or engaging. They are absolutely essential to the book talk/trailer | Visual and/or audio elements are effective. They engage audience in presenting material. | Visual and/or audio elements are not effective. Too small/quiet, not relevant, distracting, or not helpful to the presentation. | No visual or audio elements are used. |

Whether you choose to do a talk, a trailer, a Prezi, or a Powerpoint, you must adhere to a two to five minute time limit. You will be cut off at the end of five minutes.