

HCPL Film This! Book Trailers Rules & Information

This contest is open to all teens in grades 6-12. Contestants are asked to create an entirely original book trailer of their book of choice and post it to YouTube. Cash prizes will be awarded to the top three winning entries and should be divided amongst all creators of the winning book trailer. Staff are not eligible for this contest.

To be eligible submissions must adhere to the following requirements:

- 1) Book Trailers are to be no more than 2 minutes in length.
- 2) Absolutely no licensed or trademarked images, music, or videos can be used. **Use of licensed media will result in the disqualification of your video.** All media sources must be cited on your credits page, including the source of AI elements.
- 3) No inappropriate language or images are to be used. Any trailer that includes inappropriate language or images will not be accepted.
- 4) Videos must be submitted on YouTube under the title of “HCPL Film This! 2025 (Name of Your Book)”. Once you post your video under this title, please email us at filmthis@hcplonline.org. In your email, attach a copy of the Credits page and registration form for each person appearing in the film, which can be found here – <http://hcplonline.org/filmthis.php>
- 5) Each person who appears in the film must complete the registration form. **Your video will not be accepted until we have received the credits page and registration form(s).**

6) FINAL ENTRY DEADLINE: ENTRIES MUST BE POSTED TO YOUTUBE BY FEBRUARY 14, 2025!

Categories Judged	Excellent (8-10 points)	Good (4-7 points)	Poor (0-3 points)
Creativity/ Originality	The book trailer shows a large amount of original thought and is creative and clearly told. The trailer is compelling. Information is organized and presented in a highly creative, interesting and inventive manner.	The trailer shows some original thought and is somewhat creative. The trailer is somewhat compelling. Information is organized and presented in a creative, interesting and inventive manner.	The trailer shows little evidence of original thought or creativity. The trailer is vague. Information is unorganized or not clearly expressed.
Visuals	Images and cinematography create a distinct atmosphere or tone that matches the different parts of the story. Video is well planned with smooth transitions and edits.	An attempt was made to use images and cinematography that create an atmosphere. Video is well planned with competent edits.	Little or no attempt has been taken to use images and cinematography to create an appropriate atmosphere or tone. Use of copyrighted images or video footage will result in a disqualified video.
Audio/ Music (dialog, music, sound effects)	All audio is audible and coherent throughout and adds to the story being told.	Some or most audio is audible and coherent throughout and does not distract from the story being told.	Audio detracts from the overall message or is difficult to understand. Use of copyrighted and licensed music will result in a disqualified video.
Use of Resources and Technology (recording devices, props, costumes, locations, cast)	Technology and resources used enhance the trailer. Format of the trailer (live action, animated, stop motion) fits the style and genre of the book. Length does not exceed 2 mins.	Technology and resources used do not detract from the trailer. Format of the trailer works, but might not entirely fit the style and genre of the book. Video may be >2 mins.	Technology and resources used overtakes and detracts from the trailer. Format used does not fit the style and genre of the book and is distracting. Video may be >2 mins.
Creates Interest in the book	The trailer is very exciting and captivating throughout, sharing key parts of the book and compels the viewer to read the book!	The trailer holds the viewer’s attention for the most part using key points and creates some interest in the book.	The trailer is confusing and lacks any kind of story line. The trailer offers little degree of interest in the book.