

A PROPOSAL BY  
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BOOK  
REVIEWING  
BEST  
PRACTICES

VIDEO SERIES CONTENT PROPOSAL

SUMMER 2020

# PROPOSAL

## GOAL & OBJECTIVES

### **GOAL**

The purpose of this video series is to illuminate the best practices of professionally reading and reviewing books.

### **OBJECTIVES**

- Communicate how to read books critically
- Highlight the best critics
- How to write a critical review
- Produce a critical review example

# PROPOSAL

## DESCRIPTION

This project will consist of four short videos (3-5 minutes) highlighting various aspects of reading and reviewing books. This series will help encourage the book community to think from a different perspective, thus leading to deeper and more critical reviews.

Right now, the book community has transitioned to quick and passionate reviews rather than those that are both critical and analytical.

The target audience is young women ranging from the ages of 16-34 that enjoy reading and reviewing books.

Favorite genres among this group include: contemporary fiction, historical fiction, Young Adult, New Adult, romance, and fantasy.

# PROPOSAL

## SCOPE OF WORK

### **Pre-production**

- Research
- Storyboards
- Scripts
- Plan
- Location
- Time

### **Production**

- Test footage
- Film

### **Post-production**

- Edit videos
- Create thumbnails
- Select channel name
- Create YouTube channel
- Minor changes
- Test audience reaction
- Implement changes
- Post final product

# PLAN

## FORMAT & TIMELINE

### **Format**

There will be four (3-5 minute) videos filmed with a Nikon D3300 that will be uploaded to YouTube.

### **Timeline**

The full duration of the project will last six weeks.

Pre-production: 2 weeks

Production: 2 weeks

Post-production: 2 weeks

# PLAN

## VIDEO BREAKDOWN

### Video Breakdown

1. How to read a book
  - What to look for when reading a book
  - Stages of reading
2. Who to watch
  - Critics to watch
    - New York Times
      - Michiko Kakutani
      - Parul Sahgal
    - Classic Reviewers
      - Harold Bloom
      - James Wood
3. How to write a critical review
  - Tips & tricks
  - Questions to ask
  - What to include in the review
4. Critical review example
  - Example book review

# PLAN

## LIST OF ARTIFACTS

### Research

#### Topics

- How to review a book
  - How to review a book critically
- What to write in a review
  - Main Argument
  - Structure
  - Audience
- Who does it best
  - Names
  - Links
  - Blogs
- Example of a review

#### Storyboard

- Background
- Props
- Books

# PLAN

## LIST OF ARTIFACTS

### Scripts

- Write
- Edit
- Final

### Production Plan

- Essential tools for success
- Organization

### Pre-production

- Time
- Location

### Test Footage

- Lighting
- Placement
- Props
- Background

### Film

### Post-production

- Audience Test
- Create YouTube Channel

### Rewrite

### Film Again

### Post Final Videos



# BEHIND THE CAMERA

JENNIFER COFFEY

**Producer/ Writer/ Videographer/  
Editor**

Jennifer is both an avid reader and frequent book blogger. She is a first-time videographer who is eager to learn not only about the content but also about a platform that is new to her.

# NEXT STEPS

FOR THE FUTURE

This video series will help to shed light on the best professional practices when writing a critical book review. The viewer should see this series as a call to action for the book community to try and dig deeper when writing a critical review.

For more questions, contact  
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