



MAKING OF: BOOK TRAILER

Written by Yahel Demeter

YAHIEL DEMETER TELLS OF THE PRODUCTION OF THE TRAILER FOR HIS BOOK, NAMED “WHEN I GROW UP I’LL HAVE AN AIRLINE”, FROM THE CONCEPT TO THE FINAL PRODUCT.

I ALWAYS ENVIED ACTORS. Think about it: they come to the set, everything is prepared in advance and all they have to do is act according to a script that someone wrote for them. While they do that, they earn big money, attend glamorous events and promote their movies around the world. From an ordinary person’s point of view it seems they have a perfect life.

Forget about it.
It took me more than 7 hours to shoot a trailer less than two minutes long. The light from the spotlights is not glamorous, it’s

hot. A team of people who work around you and for you is not always convenient, it can be stressful. However, the big comfort was that I had a team of professionals around me, and in addition to the fact that they made it a lot easier to handle, they gave me an experience that I wanted to share on my website. The experience of making the trailer for my book.

How did I find these guys (or more precisely: how they found me)?
In my book I write that we meet people for a purpose. They

come into our lives to advance us through stages, and they have a reason to do that. One day I got an email from my website, from a company based in Tel Aviv who wanted to collaborate with me. I tend to carefully choose the ones I want to form collaborations with, so I visited their website to learn more about them. The minute I saw their website I noticed that something about them was different, and that in addition to profile movies (the reason they wanted to collaborate with me), they also produce movies that even got a few prizes.

After a short telephone conversation we scheduled a meeting, and a young man named Barak came to meet me between two other meetings I had that day. At that time I was translating my book to English and I knew I needed to produce a trailer. That's why while we were talking about a possible collaboration I knew that they will be the ones who will produce the trailer for me. When we finished our meeting I told Barak that I didn't see any reason not to collaborate with them, that I wanted them to produce my trailer and that I will contact them in due course. One month later I contacted them.

Step 1: Writing the script

The first task I had was to write the script, which was a big challenge. I didn't know where to start so I read a lot about it in the Internet. Once I understood what needed to be done, I tried to do it, but couldn't reach the result I was hoping for. I had so many things I wanted to say and only a few minutes to do it. I think I wrote more than 20 beginnings, but being very picky, I didn't like any of them. It took a couple of weeks until that night, when I wrote the draft which evolved to be the script the final trailer. I can still remember that night - I went to bed, couldn't fall asleep (as usual), and then came up with the idea that the seven billion people who live on this planet speak one language - the language of branding. I took my iPad, and simply started writing.

Step 2: Modifying the script

The morning after I sat in my office to rewrite the draft I wrote that night. When I read it out loud I discovered that it took me more than 6 minutes to read. I knew that no one will watch a seven-minute trailer, so I started to remove irrelevant parts. I reached my final version and sent it to Barak, the director of the trailer. He liked it, and then we started corresponding about it, producing no less than 9 versions, the last of which is what you saw (or will see).



Step 3: Preparations

Between the day we finalized the script and the day of filming, I read the script more than 200 times. First, it was only me and the computer monitor, then it was a bit louder, and then, in front of the mirror. The reason I did it in

front of the mirror was simple - I knew that when I speak I use my hands, and I didn't want this fact to be projected at its full scale. I wanted to make it more subtle and used the mirror to see what I was doing.

Step 4: On the set - Styling and makeup

It was 6:00AM when I left home to the studio. I took 8 different shirts, 5 pairs of shoes, 5 pairs of pants and more than 10 belts and drove down to the studio (I even met a client of mine in a traffic jam!) and met with the stylist.

Although many people tend to think little of this profession, I cannot express in words how important it is. Deciding which shirt fits which pair of pants, choosing the right belt and the right shoes, creating a look that will fit my goals, correspond with my style, character and even my beard, is not an easy task. For men, putting on makeup is an experience that makes us do two things: the first is to say thanks for the fact that we are not women, and the second is to appreciate women even more for putting up with this for them. While the purpose of the make up is to make the face look natural despite the enormous amount of light from the spotlights, it doesn't feel natural at all.

Step 5: On the set - Rehearsing

Then came the hardest part. Standing in front of the camera, reading the text that should have come naturally, the text that I said hundreds of times before in lectures and while preparing for the trailer, with the director standing next

to me. We went over every word, every sentence, worked on diction and accent (since I worked for many years with African countries, my accent is a combination of African and Israeli accents). After a few times, I was ready to start filming.

Step 6: On the set - Filming

We filmed a scene/paragraph at a time, and a few runs of the whole text in one-take. It took us more than 7 hours. Why? Because in every take I had to say the correct text, use the right accent, make the right expression with my eyes and give the appropriate gestures with my hands. The shirt had to be in place, the make up had to be even, the sound had

to be right and yes, the diction had to be perfect. Since English is not my mother tongue, it was not easy at all.

Step 7: Editing and animating the background

At this point, the editor had a very complicated task. He had to see almost one hundred takes and choose the best of them. After he comprised a trailer with a green background, the animator had the challenging task of animating it. The reason the animation was complex was not necessarily technical. The goal of the animation is to create something that looks good, is appealing and makes people want to keep on watching the trailer, and on the

other hand, does not take the focus off of the content.

When all was said and done, the outcome of the trailer was wonderful. I have a new found appreciation for actors, and for the team which supports them.

[Watch the trailer here:](#)



Special Thanks:

I find it difficult to find the words to describe the high level of devotion and professionalism of the guys at “Blue Monkeys Productions”. Filming a movie, even if it is short, is not an easy task, and much of it depends on the human factor.

So, thank you.