**Book Trailer Rubric**

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| --- | --- | --- | --- | --- |
|  | Exceeds Standard  10 | Meets Standard  8 | Needs Improvement  5 | Comments/Feedback |
| Planning | | | | |
| Storyboard | * Easy to read * All elements are clearly written, labeled, or drawn so that another person could create the trailer * Complete with sketches for each section, detailed notes, about scenes, transitions, sounds, etc. | * Easy to read * Clearly written so that another person could create the trailer with some questions * Lacks sketches, and extra notes | * Difficult to read/follow with rough or no drawings and labels * Would be difficult to create without asking many questions * Lacks sketches and notes |  |
| Approval | Received approval for storyboard before proceeding with movie trailer | Received a late approval for storyboard before proceeding with movie trailer | Did not seek approval for storyboard before proceeding with movie trailer |  |
| Content Organization | | | | |
| Hook | Hooks are used throughout the whole trailer to build interest | Includes a hook at the beginning to grab the attention of the audience | No hook evident  *(e.g. the trailer is just a collection of facts, or a summary of the book)* |  |
| Transitions | * Information presented in a logical, interesting sequence * Easy to follow * Ideas are connected with smooth, effective transitions | * Information presented in a logical sequence * Easy to follow * Ideas are connected with transitions | * Difficult to follow * Little to no sequence of information or ideas * Little or no evidence of transitions |  |
| True to book | * Conveys the mood, theme, and setting of the book to create an emotional response through selection of events/details included * Provides enough information about the book to pique interest w/o giving away ending | * Reflects mood, theme and setting and includes important details * Provides enough information to pique interest without giving away the ending | * Does not convey the proper mood of the story and includes unimportant details * Gives away the ending |  |
| Persuasive | Audience wants to run out and read the book immediately | Convinces audience that that book is worth reading | Is not persuasive in convincing audience to read the book |  |
|  | Exceeds Standard  10 | Meets Standard  8 | Needs Improvement  5 | Comments/Feedback |
| Production Quality | | | | |
| Graphics | * Purposefully used to create an emotional response * Assist in presenting an overall theme * Appeal to the audience and enhance trailer * Compliment and work well with soundtrack * Help explain and reinforce key content * Included a graphic of the cover with the title and author * Appear to be no copyright violations | * Assist in presenting overall theme * Compliment and work well with soundtrack * Help explain key content * Included the title and author without a graphic of the cover * One or two copyright violations | * Unrelated to overall theme * Do not enhance to content of the trailer * Graphics are full of copyright violations   Or:   * Trailer is completely void of graphics * Failed to mention the title and author of the book |  |
| Audio  (music/sound/narration) | * Clear and effectively assists in communicating theme, mood, and setting * Creates an emotional response * Includes effective narration and/or sound effects * Appear to be no copyright violations | * Assists in communicating theme, mood, and setting * Kept in balance and does not overpower the trailer * One or two copyright violations | * Cut off and inconsistent * Insufficiently communicates the theme, mood, and setting. * Overpowers the overall message of the trailer * Soundtrack is full of copyright violations   Or:   * Trailer is completely void of a soundtrack |  |
| Pacing | * Fits the storyline and builds the mood * Segments are long enough to make each point clear. * Trailer fits within the 1-2 minute time limit | * Fits the storyline and moves at a steady pace: fast enough to hold audience interest and slow enough to include enough information * Trailer fits within the 1-2 minute time limit | * Is either too long and does not advance the storyline or too short to assist in engaging with the story |  |
| Conventions | There are either no mistakes with conventions or the ones made are productive and fit with the trailer | There are one or two mistakes with conventions that do not fit with the mood and theme of the trailer | Many distracting conventional mistakes |  |
| Completion | | | | |
| Final product | Project was completed and uploaded by the teacher. | Project was completed and uploaded by the teacher. | Project was completed but student failed to give file to teacher to upload. |  |