**Book Trailer Rubric**

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|  | Exceeds Standard10 | Meets Standard8 | Needs Improvement5 | 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 Standard10 | Meets Standard8 | Needs Improvement5 | 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
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| 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
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| 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. |  |