**Book Trailer Rubric Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Bibliographic Entry for book:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Considerations** | | **Time Occurs in Trailer** | **Exemplary (A)** | **Meets Expectations (B)** | **Needs Work**  **(C)** | **Weak**  **(D)** | **Unacceptable (F)** |
| Visuals – 20 pts. | |  | Create a distinct atmosphere/ tone that matches the different parts of the story.  19- 20 | Create an atmosphere/ tone that matches much of the story.  17 - 18 | Create an atmosphere/ tone that matches some of the story.  15 - 16 | An attempt was made to match atmosphere/ tone, but needs work. Image choice is logical.  13 - 14 | Little or no attempt has been made to use images to create an appropriate atmosphere/ tone. Illogical images.  8 - 12 |
| 12+ Still Photos or  30 second clip |  |
| Book Cover |  |
| Audio – 20 pts. | |  | Voice track is clean and fully understandable. Music/sound effects stir an emotional response that matches the storyline.  19- 20 | Voice track occasionally too fast/slow, some parts unclear. Music/sound effects stir an emotional response that somewhat matches storyline.  17 - 18 | Voice track may have missing words, or words unclear.  Music/sound effects neither add nor detract from presentation.  15 - 16 | Voice track is muddy, or indistinguishable. Music/sound effects were distracting, inappropriate, or illogical.  13 - 14 | No voice track, music or sound effects were used.  8 - 12 |
| Music |  |
| Sound Effects |  |
| Voiceover |  |
| Quotes – 20 pts. | |  | Captures the style of the author and intrigues the viewer. On screen long enough to read.  19- 20 | Captures the style of the author. Interesting, but doesn’t demand viewer interest. On screen long enough to read.  17 - 18 | May not be indicative of the style of the book. Rather a boring or trite quote. Would have to do more convincing to make viewer read book. May be onscreen too long or short a time.  15 - 16 | Does not have all four quotes. Quotes do not compel viewer to read book and may not be easily read without manipulating playback.  13 - 14 | Missing quotes.  8 - 12 |
| From the book |  |
| From the author |  |
| From a critic |  |
| From you |  |
| Content – 20 pts. | |  | Key scenes / themes from book creatively presented. Book content is very clear.  19- 20 | One key scene / theme presented, viewer is generally aware of book content.  17 - 18 | One key scene / theme presented, but is conflicting, viewer is confused about book content.  15 - 16 | An attempt to convey a scene or theme presented, but content is not clear. Or viewer is given the sense the student only completed part of the book.  13 - 14 | No scene / theme presented that suggests student has read the book. Viewer has no idea what the book is about.  8 - 12 |
| Summary |  |
| Key Scenes |  |
| Storyline/Plot |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Presentation – 20 pts. | | |  | Exciting presentation that grabbed the viewer’s attention with suspense, humor, or intrigue from the beginning, immediately captivating the audience. Trailer compels the viewer to read the book.  19- 20 | Good presentation that used suspense, humor, or intrigue well and caught the attention of the viewer. Trailer held the viewer’s attention and viewer is left interested in the book.  17 - 18 | Passable presentation that may use some suspense, humor, etc., but did not use them well. No real “hook” to grab viewer’s attention. Viewer easily became distracted or slightly bored. More work needs to be done to convince viewer.  15 - 16 | Flat presentation with little or no suspense, humor, etc. While viewer may be interested in the book, it will probably be due to previous experience with author or style of books rather than the viewing of the trailer.  13 - 14 | Boring presentation with no hook, humor, suspense, etc. The viewer is left confused and disinclined to read the book.  8 - 12 |
| Persuasion | |  |
| Interest Level | |
| Credits – 10 pts. | | |  | Credits are presented creatively that fit the theme/tone of the trailer. Credit is given to all those who contributed to the trailer. Music and image sources are cited appropriately and are used according to copyright laws.  10 | Credit is given to all those who contributed to the trailer. Music and image sources are cited appropriately and are used according to copyright laws.  9 | Credits are more general, but acceptable. All music and image sources are cited and used according to copyright laws.  8 | Credits are minimal. Music and image sources are inappropriately cited. Music and image sources may not be used in accordance with copyright laws.  7 | Credits are not included. Music and image sources are not cited, and usage violates copyright laws.  4 - 6 |
| Conventions – 10 pts. | | |  | No errors in conventions and mechanics, or if there are, they are productive and fit with the theme of the trailer.  The trailer is 1-2 minutes long.  10 | One or two mistakes with conventions and mechanics that do not fit with the mood and theme of the trailer.  The trailer is 1-2 minutes long.  9 | Some distracting errors in conventions and mechanics, but meaning can still be inferred.  The trailer is 1-2 minutes long.  8 | Many errors in conventions and mechanics and much meaning is lost due to errors. The trailer is not 1-2 minutes long  7 | Sub-par conventions and mechanics. Almost no communication of written ideas due to errors.  The trailer is not 1-2 minutes long.  4 - 6 |
| Written |  |
| Length: 1-2 minutes |