Book Trailer Rubric

Name: _____   Title of Book:_____
Pd: _____   Author: _____

	15 pts.	12 pts.	10 pts.	Points Earned
Images	Images are carefully chosen to help tell the story. Appeals to the audience and enhances the trailer.	1 or 2 images were not carefully chosen/appropriate. Somewhat appeals to the audience & enhances the trailer.	More than 2 images do not relate to other elements of the trailer. Does not appeal to the audience or enhance trailer.	
Audio	Tempo & style have relevance to story or support tone of the story. Complements text/images.	Tempo & style have some relevance to story or somewhat support the tone of story. Somewhat complements text/images.	Tempo & style have little to no relevance to story or do not support tone of story. Does not complement text/images.	
Length	Trailer is an appropriate length for the task (about 10—18 slides). Images/text remain on screen long enough to keep/pique interest.	Trailer is slightly long or short to adequately complete the task. Most images/text remain on screen long enough to keep/pique interest.	Trailer is too short or long. Images do not remain on screen long enough to keep/pique interest.	
Book Information/ Text	Provides enough information about the book to pique interest without giving away plot twists or ending. Text complements images/audio without overwhelming.	Mostly provides enough information about the book to pique interest without giving away story line. Text usually complements images/audio without overwhelming.	Tells too much or too little of the story. May include details that are unimportant and/or misleading. Text may overwhelm images/audio.	
Story Elements	Clearly describes the plot, setting, and characters without including too much information.	Describes 2 of the elements (plot, setting, and characters) in a way that is mostly helpful to the task.	Does not include enough information about the plot, setting, and characters for the audience to understand the trailer.	
Mechanics	No punctuation, grammar or spelling mistakes.	Few punctuation, grammar or spelling mistakes.	Several punctuation, grammar or spelling mistakes.	
	10 pts.	8 pts.	5 pts.	
Citations	Includes citations for images and audio.	Includes citations for images **OR** audio, but not both.	Includes no citations.	