

Book Trailer Rubric- Book Title \_\_\_\_\_

Author \_\_\_\_\_

Student's Name \_\_\_\_\_

Period \_\_\_\_\_

Final Grade: \_\_\_\_\_

	<b>A</b>	<b>B</b>	<b>C</b>
<b>Images</b>	Images are all carefully chosen to help tell the story. Appeals to the audience and enhances the trailer.	Some images were not carefully chosen/appropriate. Somewhat appeals to the audience & enhances the trailer.	Most images do not relate to other elements of the trailer. Does not appeal to the audience or enhance trailer.
<b>Audio</b>	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.
<b>Length</b>	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.
<b>Book Information/ Text</b>	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 storyline. 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.
<b>Story Elements</b>	Describes most of the story elements (the plot, setting, and characters) without including too much information.	Describes some 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.
<b>Mechanics</b>	No mechanical errors  (not including those clearly used for effect).	Few (1-2) mechanical errors  (not including those clearly used for effect).	More than 2 mechanical errors  (not including those clearly used for effect).
<b>Citations</b>	Includes all citations.	Includes most citations.	Includes few or no citations.

Comments: