

Name: _____

Book Trailer Rubric

Title of Book: _____

Pd: _____

Author: _____

	A	B	C	D
Images	Very appealing images that were carefully chosen and enhance the trailer	Appealing images that were carefully chosen and enhance the trailer	Somewhat appealing but one or two images do not enhance the trailer	Unappealing with several images that do not enhance the trailer
Audio	Excellent use of audio--Tempo/style very relevant to story.	Good use of audio--Tempo/style relevant to story.	Somewhat relevant use of audio--tempo/style do not necessary relate to the story.	Little or no relevance of use of audio--tempo/style do not relate to the story.
Length	Trailer is a very appropriate length for the task . Images/text remain on screen long enough to keep/pique interest.	Trailer is an appropriate length for the task . Most images/text remain on screen long enough to keep/pique interest.	Trailer is slightly long or short to adequately complete the task. Several images/text do not remain on screen long enough to keep/pique interest.	Trailer is too short or long . Most 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.	Slightly too much or too little information about the book to pique interest but still does not give away story line. Text may or may not complement images/audio without overwhelming.	Tells too much or too little of the story . May include details that are unimportant and/or misleading. Text overwhelms images/audio .
Story Elements	Very clearly describes the plot, setting, and characters without giving too much away and ruining the reading experience	Clearly describes the plot, setting, and characters without giving too much away and ruining the reading experience	Describes too much or not enough of the plot, setting, and/or characters but still does not give too much away and ruining the reading experience.	Gives too much of the story away thereby ruining the reading experience.
Mechanics	No punctuation, grammar or spelling errors .	One or two punctuation, grammar, and/or spelling errors .	Several punctuation, grammar, and/or spelling errors .	Many punctuation, grammar, and/or spelling errors .
Citations	Title Slide includes required information and citation slide includes all citations for images and audio in the proper format.	Title Slide includes required information and citation slide includes most citations for images and audio in the proper format.	Title Slide does not include all required information and/or citation slide may not include all citations of images or audio.	No title slide included and/or no citation slide included .