

Student Name:

#:

Date:

BOOK TRAILER RUBRIC

CRITERIA	Does Not Meet	Partially Meets	Meets	Exceeds
Book was appropriate for your audience (<u>Purpose</u>)	Not appropriate	May be too young or too old for age group	Fits age group	Perfect choice for age group
The trailer as a whole presents the plot of the story without giving away too much (<u>Purpose</u>)	Not enough information to understand story	Character, setting or conflict missing or gave away too much	Character, setting & conflict shown	Character, setting & conflict portrayed well
The trailer “sells” the book because it made others want to read the book (<u>Purpose</u>)	No one was interested in the book based on the trailer	Only one or two of the class would try the book based on the trailer	Some of the class might try the book based on the trailer	Majority of class thought they'd try the book based on the trailer
Evidence of pre-planning or storyboarding helped to create trailer (<u>Organization</u>)	No plan at all	Plan was vague, mostly done without a final vision for trailer	Plan used but some elements were ad-lib	Complete plan figured out before filming/creation
The sequence of images & text helped the audience understand the action without being bored or confused. (<u>Organization</u>)	Sequence of events unclear	Sequence of events had some boring or confusing elements	Sequence of events could be understood	Clear sequence of events, easy to understand
The trailer presents the emotional element of the book (tone/mood) (<u>Details</u>)	No mood established; hard to know what emotional element is	Mood established but may not match content of trailer	Mood is established & matches content	Clear mood established that matches content of book perfectly
The images selected accurately portrayed the character, setting & plot of the book (<u>Details</u>)	Images were lacking - didn't represent character, setting or plot	Images didn't show character, setting or plot completely	Images showed character, setting & plot	Images clearly portray character, setting & plot
The soundtrack effectively supports & enhances the trailer (sets mood) (<u>Details</u>)	No sound given	Soundtrack didn't connect to storyline but was present	Soundtrack connected to storyline	Soundtrack created effective mood perfectly with storyline
Title & author of book at the beginning & end of trailer (<u>Details</u>)	No title or author given	Title & author may be missing from either the beginning or the end	Title & author displayed - lacks dramatic element	Title & author clearly displayed dramatically at beginning & end
Trailer represents student style & interpretation of what a book trailer should look like (<u>Voice</u>)	Doesn't represent student or book trailer	Looks and sounds like book trailer but may be missing student style	Some student style is evident in well-done book trailer	Student style is clearly evident in skilled book trailer
Trailer showed perfect G.U.M. (<u>GUM</u>)	More than 5 errors	3-5 errors	1-3 errors	Perfect G.U.M.

KEEP GOING - THERE'S MORE!!

Credits included at the end; follows fair use guidelines for educational multimedia (sources are cited) (Technical)	No credits or sources cited	Missing some credit for outside content or cited sources incorrectly	Cited sources for all outside content	Followed correct format & included all outside content for citing sources
Transitions between images effective for trailer (Technical)	No transitions were used	Transitions were not smooth	Transitions were present	Transitions were varied for effect & used perfectly
Sounds were at an appropriate level (narration, music, effects, etc.) (Technical)	Class could not distinguish sound or sound was missing	Class could not hear all elements of trailer	Class could hear sound	Class could clearly hear all sound in trailer
Trailer was an appropriate length (Technical)	Trailer was much too short or too long to show book to audience	Trailer was either too short or too long to represent book	Trailer was a good length to represent book	Trailer was perfect length to show content effectively & "sell" book
Trailer was completed by due date (Work Habit)	2 or more days late	1 day late	Done by due date	Done before or at start of due date

Please add student comments here:

Teacher Comments: