

## Book Trailer RUBRIC

	<b>At or Above Average (4)</b>	<b>At or below Average (3)</b>	<b>Low performance (2)</b>
<b>Content (Storyline or plot)</b>	There is one or more key scenes or themes from the book represented in the trailer. This makes the viewer generally aware of the content of the book. The script includes some specific information about most story elements (character, setting, and conflict)	An attempt has been made to depict some aspect of the book, however from the content of the book has not been made clear to the viewer. Script includes very general information about story elements.	There is no scene in the trailer that suggests that the student has read the book. The viewer also has no idea of what the book is about. Very general information about only one or two story elements.
<b>Craft</b>	The trailer highlights noteworthy aspects of the author's craft, perhaps using quotations from the text or explaining what the author does well.	The trailer barely mentions the author's craft.	The trailer doesn't mention the author's craft.
<b>Images (Graphics and/or video)</b>	The images create an atmosphere or tone that match some parts of the story	An attempt was made to use images that create an atmosphere or tone but it needed more work.	Little or no attempt has been taken to use images to create an appropriate atmosphere or tone.
<b>Audio/Voice (Soundtrack)</b>	The music stirs and emotional response that somewhat matches the storyline. Any voice tracks are mostly clear and understandable, or may be too fast or too slow.	The music is adequate and does not distract but not much was added to the story either. Any voice tracks are difficult to understand or do not add to the story.	The soundtrack is distracting, inappropriate or was not used.
<b>Use of Technology (Image and sound editing, recording, animations, threading.)</b>	The trailer show good correlation between sound, images and storyline. Producers have a solid command of the software involved. The trailer flows smoothly and holds the attention of the audience	The trailer needs better editing to correlate sound, images and storyline. Producers may struggle with some of the software involved. The trailer flows reasonably but needs better overall organization or transitions in order for the viewer to be persuaded to read the book.	The trailer shows small attempt at editing, and difficulty in using the software involved. The scenes from the trailer are choppy, random and the transitions seem abrupt.