

### Book Trailer Rubric

	<b>Wow! (Exceeds)</b>	<b>Well Done! (Fully Meets)</b>	<b>Good Start (Minimally Meets)</b>	<b>Not There yet (Minimally Meeting)</b>
<b>Content Organization</b>				
<b>Hook</b>	Begins with a great hook that grabs the attention of the audience and hooks are used throughout the trailer to build interest	Begins with a hook that grabs the attention of the audience	Hook is attempted but does not grab the attention of the audience	No hook evident trailer is more a collection of facts or summary of book
<b>Persuasive</b>	Audience wants to run out and read the book immediately	Convinces audience that book is worth reading	Audience might be convinced to read the book but may have some confusion	Is not persuasive in convincing the audience to read the book
<b>True to book</b>	Conveys the mood, theme and setting of the book to create an emotional response through selection of events/details included. Provides enough information about the book to peak interest without giving away story line	Reflects the mood, theme and setting of the book and includes important details. Provides enough information about the book to peak interest without giving away story line	Reflects some mood, theme and /or setting of the book but may be missing important details and/or give away too much of the story line	Tells too much of the story and /or includes details that are unimportant and/or misleading about the book
<b>Transitions</b>	Information presented in a logical interesting sequence. Easy to follow. Ideas are connected with smooth, effective transitions	Information presented in logical sequence. Easy to follow Ideas are connected with transitions	May be confusing. Some sequence of information or ideas. Transitions are uneven	Difficult to follow. Little to no sequence of information or ideas. Little or no evidence of transitions
<b>Copyright</b>	All photos, graphics, and sound are clearly credited and maintain mood	All photos, graphics and sound are credited	Little or confusing copyright information	Credits missing

<b>Production Quality</b>				
<b>Graphics</b>	Purposefully used to create an emotional response Appeals to audience and enhances trailer Complement and work well with audio Contributes to explaining and reinforcing key content	Helps in presenting overall theme Complements and works well with audio Helps explain or reinforce key content	Attempts to relate to the overall theme Complements the content in places	Unrelated to the overall theme Does not enhance the content of the trailer
<b>Audio</b>	Clear and effectively communicates theme, mood and setting Corresponds to graphics Contributes to audience engagement	Clear and communicates theme, mood and setting Does not detract from graphics May contribute to audience engagement	May communicate theme, mood and/or setting May detract from graphics in places Distracts audience from main message	Does not communicate theme, mood or setting Cut off and inconsistent
<b>Pacing</b>	Fits the storyline (ie slow, fast) and builds mood Segments are just long enough to make each point clear and enticing	Fits the storyline and moves at a steady pace, fast enough to hold audience interest and slow enough to tell the complete story	May be too long or too short in places May not always assist the storyline	Slides are too long and/or too short Does not advance storyline
<b>Conventions</b>	No capitalization, punctuation or spelling mistakes. Font choice enhances trailer	No more than one or two capitalization, punctuation or spelling mistakes, are not glaring	More than one or two capitalization, punctuation or spelling mistakes, detracts from enjoyment of trailer	Numerous glaring capitalization, punctuation or spelling mistakes,
<b>Comments</b>				