4. Book Trailer Rubric

CATEGORY	Advanced Proficient (AP) [10]	Proficient (PR) [7]	Developing (DE) [4]	Emerging (EM) [1]
Presentation (Persuasion)	The trailer flows very smoothly and captivates the attention of the audience. It compels the viewer to read the book.	The trailer flows smoothly and holds the attention of the audience. The viewer is left interested in the book.	The trailer flows reasonably but there are some transitions that need improvement in order for the viewer to be persuaded to read the book.	The scenes from the trailer are choppy and the transitions seem abrupt. The viewer may be left confused and not inclined to read the book
Content (Storyline or plot)	Key scenes or themes from the book have been creatively presented. These make the content of the book clear to the viewer	There is one key scene or theme from the book represented in the trailer. This makes the viewer generally aware of the content of the book.	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.	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.
Images	Images create a distinct atmosphere or tone that matches the different parts of the story.	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. The choice of images is logical.	Little or no attempt has been taken to use images to create an appropriate atmosphere or tone.
Voice (Soundtrack)	The voice track is clean and fully understandable. The pace fits the storyline. The viewer is always engaged.	The voice track is occasionally too fast/slow for the storyline. The pacing is relatively engaging for the viewer.	Tries to use pacing and rhythm but it is often noticeable that it does not fit the storyline. The viewer is not engaged consistently.	No attempt to match the pace f the storytelling to the storyline. The viewer was not engaged.
Audio (Soundtrack)	The music stirs an emotional response that matches the storyline.	The music stirs and emotional response that somewhat matches the storyline.	The music is adequate and does not distract but not much was added to the story either.	The music is distracting, inappropriate or was not used.
Video Editing	Editing demonstrates a full working knowledge of the software. Many effects were incorporated and used effectively.	Editing demonstrates a good working knowledge of the software. Some effects were incorporated and used effectively.	Editing demonstrates a fair knowledge of the software. Limited special effects were incorporated into the video.	Editing shows a lack of understanding of the software. No special effects were used in the making of the video.
Reflection (Awareness of Audience)	Strong awareness of the audience in the design. Can clearly explain why they chose the vocabulary, audio, and graphics to fit the target audience.	An awareness of the audience in the design. Can explain why they chose the vocabulary, audio, and graphics to fit the target audience.	Some awareness of audience in the design. Some difficulty in explaining the choice of vocabulary, audio, and graphics for the target audience.	Limited awareness of the needs and interests of the target audience.
Presentation (Interest level)	A very exciting presentation. It grabbed the attention of the viewer with suspense, humor or intrigue from the beginning.	A good presentation that used suspense, humor or intrigue well and caught the attention of the viewer from the beginning.	A passable presentation. Some suspense, humor or intrigue but no real "hook" present at the start.	Flat presentation. Little or no suspense, humor or intrigue to capture the attention of the viewer.
Presentation (Duration/length)	The presentation was the right length to keep/get the viewer involved.	The presentation was the right length to keep/get the viewer involved.	The length of the presentation was too long/short to keep/get attention of the viewer	The length of the presentation was too long/short to keep/get attention of the viewer.