ReadBox Project
Book Trailer Rubric

Name: _____				Your score/ Mark
Class: _____				
Date: _____				_____
Content organisation, text, transitions	The created content of the book trailer is excellent. It has a deeper meaning and reflects the mood, theme and setting of the book. The plot is revealed just enough to make the viewer want to read the book, without giving away the storyline. There is a logical progression of ideas and supporting information. Ideas are connected with clear, logical and effective transitions. The book trailer is easy to follow. The text fully intensifies other elements of the trailer and does not affect the presentation. The product shows superior evidence of book research.	The created content of the book trailer is good and has a deeper meaning. The trailer reflects the mood, theme and setting of the book. The trailer provides enough information on the plot without giving away the storyline. There is a logical progression of ideas and supporting information. At one point the book trailer is a little too revealing. The book trailer is easy to follow. The content has accurate and useful details based on the book. (Characters, plot, setting etc.) Ideas are mostly connected with good and effective transitions. The text is appropriate and supports the content, images and soundtrack. The product shows good evidence of book research.	The created content of the book trailer is mostly inadequate and misses a a deeper meaning. The trailer does not reflect the mood, theme and setting of the book. Some of the content does not seem to fit or too much of the plot is revealed; details are not always accurate or based on the book. (Characters, plot, setting etc.) The viewer gets the feeling that he/she does not have to read the book anymore. There is an illogical progression of ideas and supporting information. There is little evidence of transitions. The text is sometimes inappropriate and distracts from the content, images and soundtrack. The product shows little evidence of book research. This product needs editing.	The created content of the book trailer lacks a clear point of view and is inappropriate. It has no deeper meaning; details based on the book (Characters, plot, setting etc.) are mostly inaccurate/ incomplete or even misleading. The trailer does not reflect the mood, theme and setting of the book at all or all of the plot is revealed. There is an illogical progression of ideas and supporting information. The viewer does not have to read the book anymore; the entire plot is revealed in the trailer. There is hardly any/no evidence of transitions. The text is inappropriate and does not support or relate to the content, images and soundtrack. It confuses the viewer. The product shows no evidence of book research. This product clearly needs editing.	____/10__

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Images/ graphics	The images/graphics used were carefully chosen and reflect the understanding of the book and appeal to the viewer. The images complement the book perfectly well. The images/ graphics work well with the audio and enhance the book trailer. An image of the bookcover, including the title of the book and the author's name.	The images/graphics used reflect the understanding of the book , appeal to the viewer and fit the book well. The images/ graphics work with the audio and enhance the book trailer. An image of the bookcover, including the title of the book and the author's name.	The images/graphics used do not always fit and do not reflect the understanding of the book. The images/ graphics do not work well with the audio. The student has not included an image of the bookcover, including the title and the author of the book.	The images/graphics used do not reflect the understanding of the book and do not fit; they are distracting. The student has failed to include or mention an image of the bookcover, or mention the title and the author of the book.	_____/10__
Audio (music/ sound/ sounds effects/ narration) _____/10__	The soundtrack arises a strong emotional respons; it reflects the theme, mood and setting of the book. It fully supports the text and images/ graphics used. Narration is clear, fluent and expressive with appropriate intonation.	The soundtrack arises a rich emotional respons; it somewhat reflects the theme, mood and setting of the book. It supports the text and images/ graphics used. Narration is clear, fluent and expressive with an appropriate intonation.	The soundtrack is good, but sometimes cut off/ inconsistent and does not always reflect the theme, mood and setting of the book. It supports with the text and images/ graphics used. The soundtrack is sometimes distracting. Narration is not always clear, fluent and the intonation is sometimes inappropriate.	The soundtrack does not add much to the book trailer and does not reflect the theme, mood and setting of the book in any way. It fails to support the text and images/ graphics used. Narration is far from clear, fluent with an inappropriate intonation. The student should have practiced more before recording it.	

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Copyright	All images, graphics and audio are original or have been looked up on the **Search Creative Commons** site or have been cited properly.	Most images, graphics and audio are original or have been looked up on the **Search Creative Commons** site.	A few images, graphics and audio are original or are looked up on the **Search Creative Commons** site. Most of the images/ graphics/ audio are googled and are used without permission.	No images, graphics and audio are original or are looked up on the **Search Creative Commons** site. Most of the images/ graphics/ audio are googled and are used without permission, resulting in a copyright violation.	____/10__
Creativity	The student composed an original product with many creative details and/ or descriptions that contribute to the viewer's enthusiasm; it is visually appealing and engaging to the audience. The student has really used his/ her imagination. Superior effort is shown; the student took great pride in it.	The student composed an original product, with a few creative details/ descriptions, but some elements are not excellent. The audience is enthusiastic. The student has used his/ her imagination. Good effort is shown; it looks like the student took some pride in it.	The student composed a quite unoriginal product. It contains a few creative details/ descriptions, but they distract the reader from understanding the lyrics. The product has little or no impact on your audience. The student has tried to use his/ her imagination. Some effort is shown; it looks like the product has been made in a hurry.	The student composed an unoriginal original product and has no impact on the audience. There is little evidence of creativity. Little or no effort is shown; the student does not seem to have used his/ her imagination. It looks like the student just wanted to get it over and done with.	____/10__

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Hooks	Hooks are used throughout the trailer to build interest. The hook grabs the attention of the viewer and keeps it.	A few hooks are included in the book trailer. The hook grabs the attention of the viewer and keeps it.	There hooks used in the book trailer do not grab the viewer's attention.	There are no hooks. The book trailer is a summary of the book.	____/10__
Persuasiveness	The viewer wants to run out and read the book immediately.	The book trailer convinces the viewer that book is worth reading.	The book trailer still needs to convice the viewer to read the book.	The book trailer is not persuasive in convincing the viewer and read the book.	____/10__
Length/ Pacing	The book trailer is between 90 seconds and three minutes long. Images and text remain on screen long enough to interest the viewer. The length/ pacing fits the storyline and builds the mood perfectly.	The book trailer is between 90 seconds and three minutess long. Images and text remain on screen long enough to hold the viewer's interest and slow enough to be able to understand the entire story. The length/ pacing fits the storyline and builds the mood.	The book trailer is shorter than 90 seconds or longer than three minutes. The story line is either too short and underdeveloped or too long and too detailed. Some images remain on the screen too long or too short to understand the entire story. The length/ pacing does not fit the storyline.	The book trailer is either far too short or far too long. Images and text remain on screen too long, unable to hold the viewer's attention or too quickly to be able to read and understand the entire story. The length/ pacing does not fit the storyline at all.	____/10__

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Grammar & Mechanics (CUPS)	The student makes few, if any, errors in grammar, punctuation or spelling that distract the reader.	The student makes a couple of errors in grammar, punctuation or spelling in the lyrics that distract the reader, but the errors hardly interfere in the understanding.	The student makes some errors in grammar, punctuation or spelling that distract the reader, but may interfere with the understanding the lyrics.	The student makes a lot of serious errors in grammar, punctuation or spelling, that distract the reader from the understanding the lyrics.	____/10__
Quality of work: Ideas, organisation & Neatness	The product looks neat, presentable and attractive and is presented in a superior way. It has that something extra (i.e. punch/ flair) The product contains the following elements: the title of the book trailer, author's name, publisher, book cover, student's name and grade.	The product is prepared, looks neat and is presented in a good way; it is appealing and engaging to the audience. The product contains the following elements: the title of the book trailer, author's name, publisher, book cover, student's name and grade.	The product looks neat, is adequately prepared and presented, some parts are attractive. It lacks variety, punch or flair. The product contains the three of the following elements: the title of the book trailer, author's name, publisher, book cover, student's name and grade.	The product is poorly prepared and is presented in a rather unattractive way. It clearly lacks variety, punch or flair. The product contains fewer than three of the following elements: the title of the book trailer, author's name, publisher, book cover, student's name and grade.	____/10__
Your End Result					**TOTAL SCORE** ____/100_

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	Additional comments to help you improve your processing task.