| Book Trailer Rubric |
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| Criteria: | Emerging | Developing  | Proficient |
| Presentation | * Scenes are choppy
* Viewer may be confused or not want to read the book.
 | * Trailer flows smoothly.
* Holds audience.
* Viewer is left interested in the book.
 | * Trailer flows smoothly.
* Captivates audience.
* Compels viewer to read the book.
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| Content | * An attempt has been made to depict some aspect of the book.
* Content of the book is not made clear to the viewer.
 | * One key scene or theme from the book is represented in the trailer.
* The viewer is generally aware of the content of the book.
 | * Key scenes or themes from the book have been creatively presented.
* Book content is clear.
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| Images | * An attempt was made to use images that create an atmosphere or tone.
* The choice of images is logical.
 | * The images create an atmosphere or tone that match some parts of the story.
 | * Images create a distinct atmosphere or tone that matches the different parts of the story.
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| Voice (soundtrack) | * The voice track does not fit the storyline.
* Viewer is not engaged.
 | * The voice track is occasionally too fast or slow for the storyline.
* The pacing is engaging for the viewer.
 | * Tracks are fully understandable.
* Pace fits the storyline.
* Viewer is always engaged.
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| Audio (soundtrack) | * Music is adequate, distracting or inappropriate for the story.
 | * Stirs an emotional response that somewhat matches the storyline.
 | * Music stirs an emotional response that matches the storyline.
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| Awareness of Audience (presentation) | * Some awareness of audience in the design.
 | * An awareness of audience in the design.
* Can explain why they chose the audio, graphics, etc.
 | * Strong awareness of audience. Can clearly explain why they chose audio, graphics, etc.
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| Interest Level (presentation) | * A passable presentation with an attempt at humour, suspense or intrigue.
* No real ‘hook’ present.
 | * A good presentation that used suspense, humor or intrigue well.
* Caught the attention of the viewer.
 | * Grabbed the attention of the viewer with suspense, humour or intrigue from the beginning.
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| Duration Length (presentation) | * Length of the presentation was too long or too short to keep viewer’s attention.
 | * The presentation was the right length to keep the viewer interested.
 | * Presentation was the right length to keep the viewer interested.
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