| 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. |
| 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. |
| 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. |
| 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. |
| 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. |
| 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. |
| 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. |
| 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. |