

Student name: _____

Book trailer rubric

<i>Category</i>	4	3	2	1
Hook / Plot	Hook grabs the attention of viewer and keeps it. Plot is revealed just enough to make viewer want to read the book.	Hook grabs the attention of the viewer. One point of the plot is a little too revealing.	Hook does not grab viewer's attention OR more than one scene reveals too much of the plot, thus causing viewer to feel like they already know plot without having to read the book.	There is no hook OR plot is completely revealed, not allowing for suspense. Viewer does not need to read the book because the trailer told them the entire story.
Text	Text fully enhances other elements of trailer and does not overwhelm presentation.	Text is appropriate and supports the images/soundtrack.	Text distracts from other elements of trailer.	Text does not relate to images/soundtrack, thus confusing the viewer.
Images	Images were carefully chosen to represent elements of plot.	1-2 images were not carefully chosen/appropriate.	More than two images do not relate to other elements of trailer.	None of the images correlate with other elements of trailer.
Soundtrack	Soundtrack sets the mood for trailer, fully complementing text/images.	Soundtrack is appropriate and supports text/images.	Soundtrack is distracting OR sets the wrong mood.	Soundtrack does not correlate whatsoever with other elements of trailer.
Documentation / Respecting copyright law & intellectual property	All sources are cited completely and all copyrighted material is identified and used with permission.	1 source is not cited properly OR 1 copyrighted piece of material is not identified properly/used with permission.	2 sources are not cited properly OR 2 copyrighted pieces of material are not identified properly/used with permission.	More than 2 sources are not cited properly OR more than 2 copyrighted pieces of material are not identified properly/ used with permission.
Length	Trailer is between 90 seconds and 3 minutes long. Images/text remain on screen long enough to peak/keep interest.	Trailer is between 90 seconds and 3 minutes long. Images/text remain on screen long enough to be read/comprehended.	Trailer is shorter than 90 seconds or longer than 3 minutes. Most images/text are on screen for right amount of time, but some are not.	Trailer is extremely over or under time constraints. Images/text are on screen too quickly to be read or too long to keep interest.
Additional comments:				