

Book Trailers Grading Rubric

Name _____ Date _____ Class _____

Title of the Book _____

| Criteria | Exemplary (4) | Proficient (3) | Partially Proficient (2) | Incomplete (1) | Points |
|--|---|---|---|---|--------|
| Relevance of content to book being presented | Conveys themes relating to the book, presented in a logical order, without giving away too much information | Conveys themes relating to the book but not well organized or gives away the ending | Conveys themes relating to the book but in no specific order | Does not express the themes or main points of the book | X 4 = |
| Use of photos, graphics, and sound | All of the images, graphics, and sounds enhance the content and create interest Image and sound quality are high quality and appropriate. Audio and video work together instead of one overpowering the other | Most of the images, graphics, and sounds chosen contribute to overall understanding and create interest. Most of the images and sounds are high quality, with background audio in balance | A few of the images, graphics, and sounds are inappropriate for the content and do not create interest. Some of the images and sounds are not high quality. | Images and sounds are inappropriate and detract from the whole. Images and sounds are not high quality. Spelling errors exist in the captioned slides. | X4 = |
| Layout and text elements | Fonts chosen are well-sized and easy-to-read Consistent format for the entire project Background, colors, and layout are consistent Transitions flow smoothly Entire book trailer is from 2-3 minutes | Sometimes the typography is easy-to-read but in a few places the fonts or size do not enhance readability. Minor format inconsistencies shift attention from the main idea Background, colors, and layout are consistent For the most part, transitions flow smoothly Book trailer is a bit short or long | Typography is difficult to read and a variety of fonts are used Some formatting is either under utilized or over-utilized to decrease viewers' attention Background colors and layout are distracting Transitions are distracting Book trailer more than 20 seconds too short or too long | Text is difficult to read due to inappropriate use of fonts, size Much of the formatting is under-utilized or over-utilized Background colors and layout are unattractive and difficult to read Transitions are non-existent or detract from the work Book trailer is too short or too long to hold viewer's attention or convey the themes of the book | X4 = |
| Fair Use Guidelines | Fair use guidelines are followed with proper use of citations in credits and all sources are used legally. | Most of the source information is cited with proper citations | A couple of the sources are cited | The sources of images and sound are not cited or are not used with permission. | X4 = |

Overall Impression of Presentation (out of 20 pts. _____)

Total pts. _____