

INFOhio Book Trailer Rubric

Category	4	3	2	1
Book title and author (required)	The title and author of the book is spoken and/or viewable by text.			The title and author of the book is not spoken and/or viewable by text.
Presentation (required)	The trailer flows very smoothly and captivates the attention of the audience. It compels the viewer to read the book.	The trailer flows smoothly and holds the attention of the audience. The viewer is left interested in the book.	The trailer flows reasonably but there are some transitions that need improvement in order for the viewer to be persuaded to read the book.	The scenes from the trailer are choppy and the transitions seem abrupt. The viewer may be left confused and not inclined to read the book.
Copyright (required)	Appropriate credit is given to those who contributed to the trailer. Music and image sources are cited appropriately and are used according to copyright laws.	Credits are acceptable, and music and image sources are cited and used according to copyright laws.	Credits are minimal. Music and image sources are inappropriately cited. Music and image sources are not used in accordance with copyright laws.	Credits are not included. Music and image sources are not cited, and usage violates copyright laws.
Voice	Voice quality is clear and consistently audible. It is paced (rhythm and voice punctuation) to fit storyline. Does not sound scripted. Inflection helps audience “get into” trailer.	Most of the time voice quality is clear and consistently audible. Pace can be too slow/fast but relatively engaging. Some voice inflections used. Most of the time doesn’t sound scripted.	Some of the time voice quality is clear and audible. Pacing doesn’t fit storyline at times, audience not consistently engaged. Speaker sometimes enthusiastic, listener can tell it’s scripted.	Voice quality needs more attention. Rarely enthusiastic. Evident the script has not been practiced and no attempt to match pace to storyline.
Content (storyline or plot)	Key scenes or themes from the book have been creatively presented. These make the content of the book clear to the viewer.	There is one key scene or theme from the book represented in the trailer. This makes the viewer generally aware of the content of the book.	An attempt has been made to depict some aspect of the book, however the content of the book has not been made clear to the viewer.	There is no scene in the trailer that suggests the students has read the book. the viewer also has no idea of what the book is about.
Images (if used) (optional)	Images create a distinct atmosphere	Images create an atmosphere or	An attempt was made to use	Little or no attempt to use images to

	or tone that matches different parts of the book trailer.	tone that matches some parts of the book trailer.	images to create an atmosphere or tone but it needed more work. Image choice is logical.	create an appropriate atmosphere/tone.
Soundtrack/Audio (if used) (optional)	Music stirs a rich emotional response that matches the book well.	Music stirs a rich emotional response that somewhat matches the book.	Music is good and not distracting, but it does not add much to the book trailer.	Music is distracting and/or inappropriate for the book trailer.
Text (if used) (optional)	Spelling and grammar are all correct. Text is written in an easily read font and easily read color.	Only one grammar or spelling error is present. Text is written in an easily read font and color.	No more than two grammar or spelling errors are present OR the text is not written in an easily read font or color.	Three or more grammar or spelling errors are present OR the text is not written in and easily read font or color.

TOTAL ____/20

If lower than 12 points, you will receive the option to edit and resubmit.