

Book Trailer Rubric

<i>Category</i>	4	3	2	1
Voice - Consistency	Voice quality is clear and consistently audible throughout the book trailer.	Voice quality is clear and consistently audible throughout the majority of the book trailer.	Voice quality is clear and consistently audible through some of the book trailer.	Voice quality needs more attention.
Voice - Pacing	The pace (rhythm and voice punctuation) fits the story line and helps the audience really “get into” the book trailer.	Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the story line. Audience is not consistently engaged.	No attempt to match the pace of the storytelling to the book trailer or the audience.
Voice-Enthusiasm	Voice makes you want to listen. Voice inflections are frequently used. The speaker does not sound like he/she is reading from a script.	Frequently the voice shows enthusiasm and some voice inflections are used. Most of the time the listener cannot tell the speaker is reading from a script.	Sometimes the voice is enthusiastic. The listener can tell the speaker is using a script.	Rarely is the voice enthusiastic. Obviously the speaker is using a script that he/she has not practiced reading.
Soundtrack - Emotion	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, inappropriate, OR was not used.
Images	Images create a distinct atmosphere or tone that matches different parts of the book trailer.	Images create an atmosphere or tone that matches some parts of the book trailer.	An attempt was made to use images to create an atmosphere or tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/tone.
Transitions	Transitions have been applied to every slide.	Transitions have been applied to most of the slides.	Transitions have been applied to some of the slides.	Transitions have been applied to few or none of the slides.
Text	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 an easily read font and color.
Use of Time	Used time well during each class period with no adult reminders.	Used time well during most class periods with no adult reminders.	Used time well, but required some adult reminders to do so.	Used time poorly in spite of several adult reminders to do so.