

INFOhio Book Trailer Rubric

INFOhio wants to showcase your student's very best work! We use this rubric to evaluate book trailers submitted to Book Nook.

- Teachers and librarians, use this rubric with your student to guide the edit and revision of the book trailer.
- Selected trailers will be published to Book Nook.
- Book trailers scoring a 20 or higher will be considered for publication.

We cannot publish book trailers that include any of the following.

- Student first name or last name anywhere on the book trailer.
- Please check your opening and closing slides to ensure that the **student's name and initials have been removed from the book trailer** before you upload it to Book Nook.
- Book trailers that score below 20 points on the INFOhio Book Trailer Rubric.
- Book trailers that use copyright protected images and/or music of any length.

Category	4	3	2	1
Book Title and Author	The title and author of the book is included on the opening slides of the book trailer.	The title and author of the book is included somewhere other than the opening, possibly the closing slides.	Title or author is misspelled or the incorrect title or author is used.	The title and/or author of the book is missing from the book trailer.
Presentation	The trailer is well-organized and captivates the attention of the audience. The trailer compels the audience to read the book.	The trailer holds the attention of the audience, and the audience is interested in the book.	The trailer is organized, but some transitions need improvement in order for the audience to be persuaded to read the book.	Scenes from the trailer are choppy and transitions are abrupt. The audience is confused about the book.

<p>Citation and Attribution</p>	<p>The book trailer includes the correct attribution for all images used. The book trailer includes a correct and complete citation for the book. Royalty-free music is used in the book trailer.</p> <p>Need some help with citations and attributions? Check out the Attribution vs. Citation help guide.</p>	<p>The book trailer includes partial attribution for all images used. The book trailer includes a partial citation for the book. Royalty-free music is used in the book trailer.</p> <p>Need some help with citations and attributions? Check out the Attribution vs. Citation help guide.</p>	<p>Attempts were made to include a partial attribution for images used in the book trailer. The book trailer includes an attempt at a citation for the book. Royalty-free music is used in the book trailer.</p> <p>Need some help with citations and attributions? Check out the Attribution vs. Citation help guide.</p>	<p>The book trailer does not include attribution for images used. The book trailer does not include a citation for the book.</p> <p>Music used in the book trailer is copyrighted and therefore the book trailer cannot be published on Book Nook.</p> <p>Need some help with citations and attributions? Check out the Attribution vs. Citation help guide.</p>
<p>Voice</p>	<p>Voice quality is clear and easy to listen to. It is paced (rhythm, pitch, and punctuation) to fit the storyline. Emphasizing certain words and phrases adds emotion to the narration of the book trailer.</p>	<p>Most of the time, the voice quality is clear and easy to listen to. Pace can be too slow/fast, but still engaging. Emphasizing certain words and phrases adds emotion to the narration of the book trailer.</p>	<p>Voice quality is inconsistent and sometimes difficult to listen to. Pacing does not fit with the storyline. Adding too much emphasis to certain words or phrases, or too little emphasis to words and phrases is not enjoyable for the</p>	<p>Voice quality is poor and it is difficult to listen to. Pacing does not fit with the storyline. Adding too much emphasis to certain words or phrases, or too little emphasis to words and phrases is not enjoyable for the audience.</p>

			audience.	
Content: Plot, Theme, and Characters	Key conflicts, themes, or the climax from the book have been creatively presented. Key characters are introduced. The student may have included additional elements such as setting or symbols to make the book more interesting to the audience.	There is one key conflict, theme, or climax from the book represented. Main characters are introduced. Additional elements, including setting or symbols, add interest to the book trailer.	An attempt has been made to include some of the key conflicts or themes from the book. Main characters are included, but not adequately introduced. Therefore, the content of the book is unclear to the audience.	Key conflicts, themes, characters, and setting are absent from the book trailer. Without key plot elements, it is unclear to the audience what the book is about. Missing elements are distracting for the audience.
Images	The student demonstrates creativity by using unique images to match the feelings and emotions in the book.	The student attempted creativity by selecting unique images to match the feelings and emotions in the book.	The student relies heavily on images from movie or tv versions of the book to match the feelings and emotions in the book.	Little or no attempt is made to use images to match the feelings and emotions in the book.
Soundtrack/Audio	The music selected matches the emotions in the book, making the book trailer more enjoyable for the audience.	The music selected somewhat matches the emotions in the book, making the book trailer enjoyable for the audience.	The music is good at times but does not always match the emotions in the book. This makes the book trailer unenjoyable for the audience.	The music does not always match the emotions in the book. This makes the book trailer unenjoyable for the audience.
Text	Spelling and grammar are correct. Text font,	Minor spelling and/or grammar errors do not	Frequent spelling and grammar errors create	Consistent and/or repetitive spelling or

	including size and color, is easy to read.	affect the audience's understanding or enjoyment of the book trailer. Text font, including size and color, is easy to read.	confusion for the audience. Some text is difficult to read.	grammar errors distract the audience. Text font, including size or color, is difficult to read.
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