Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Independent Book Trailer Rubric

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| **1**  **Emerging** | | **2**  **Developing** | **3**  **Proficient** | **4**  **Strong** | **5**  **Exemplary** |
| **Voice-Consistency**  • personality  • sense of audience | Tone tends to be flat or stiff  Stereotypic, copied tone and voice | Voice may be inappropriate but is audible through some of the book trailer | Evident commitment to topic  Inconsistent or formulaic tone | Appropriate to audience and purpose  Writer behind the words comes through, voice quality is clear and consitent | Expressive, engaging, sincere  Strong sense of audience  Shows emotion: humour, honesty, or suspense and is consistent through entire book trailer |
| **Voice-Pacing**  • rhythm | Monotonous, often repetitious, sometimes inappropriate  No attempt to match the pace of the storytelling to the book trailer | Words may be correct but mundane  Common words chosen  Attempted pacing but does not fit the storyline | Language is functional and appropriate  Descriptions may be overdone at times, attempted pacing to match the storyline | Descriptive, broad range of words  Word choice energizes book trailer  Occasionally speaks too fast of too slow. The pacing and voice is relatively engaging | Precise, carefully chosen  Strong, fresh, vivid images  Voice makes you want to listen. Voice inflections are frequently used and does not sound like reading from a script |
| **Content** | Some key details included, presentation may be hard to follow and illogical | Some key details from novel are included, presented in a logical order | Generally contains key details from the novel and is presented logically | Contains most of the main details from the story, information is given in a logical order and a good understanding of the novel is evident | Precise, carefully chosen details are presented. Trailer engages audience and overall understanding of the novel is evident |
| **Soundtrack-Emotion**  • | Music is distracting, inappropriate OR not used. | Music is good and not distracting but does not add emotion | Music is appropriate and adds some emotion | Music stirs a rich emotional response that somewhat matches the book | Music stirs a rich emotional response that matches the book well |
| **Overall Editing and Presentation** | Presentation is choppy and hard to follow or NO editing evident | Some editing attempted but distracts from overall presentation | Use of some props done effectively, editing is good | Props used effectively and add to the trailer, editing done well and creates an overall smooth presentation | Trailer is engaging, transitions and editing are smooth and not distracting, props enhance the overall presentation, trailer leaves you wanting to read the book |