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 inappropriateNo 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 trailerOccasionally speaks too fast of too slow. The pacing and voice is relatively engaging | Precise, carefully chosen Strong, fresh, vivid imagesVoice 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 |