

Student name:

Digital Literacy: iMovie **Book trailer rubric 3/2017**

| <i>Category</i> | 5 | 3 | 1 | Score |
|--|--|---|---|--------------|
| Hook | Hook grabs the attention of viewer and keeps it. Plot is revealed just enough to make viewer want to read the book. | Hook grabs the attention of the viewer. One point of the plot is a little too revealing. | Hook does not grab viewer's attention. plot is completely revealed | |
| Story | Story includes hook, characters, setting, and a hint at the problem/challenge, and a closer. | Story includes most story elements but not all (4 out of 5). | Story only includes some story elements (3 out of 5). | |
| Text | Text matches with the images and story being told. | Text matches with the images most of the time and story being told. | Text does not relate to images/soundtrack, thus confusing the viewer. Text distracts from other elements of trailer. | |
| Images / Music | Images and music were carefully chosen to represent elements of the story. | Some images and soundtracks were not carefully chosen/appropriate. Soundtrack sets the mood for trailer, fully complementing text/images. | Images and Soundtrack are distracting OR sets the wrong mood. | |
| Mechanics: spelling and grammar | No mistakes. | A couple minor mistakes. | Several mistakes. No | |
| Work Ethics making Book Trailer | On target! Researched and took time planning book trailer. Asked others for input. Previewed and edited before presenting. | On task part of the time. Didn't do a lot of collaboration or editing. | Off task most of the time. Little or no planning. Didn't not put forth effort creating a book trailer. Did not ask for support. | |

Additional Comments from Mr. Jeffrey: