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| --- | --- | --- | --- | --- | --- |
| Category | Distinguished - 4  **Digital Commercial – 11th Grade** | Proficient - 3 | Apprentice – 2  **Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | Novice - 1 | Score |
| Entices Audience & Creates Intrigue | The book trailer makes me want to read this book NOW! | The book trailer got my attention so I am putting this book on my list to read. | It’s debatable whether or not I will read this book based on the book trailer. | I probably won’t read this book based on the book trailer. It wasn’t that exciting. |  |
| Title & Author | The title and author are easily located and emphasized throughout the book trailer. | The title and author are located somewhere in the book trailer. | The title and author are located somewhere in the book trailer, but not much emphasis is put on this. | The title and/or author are missing from the book trailer. |  |
| Genre | The book trailer informs the audience if the book is fiction or nonfiction and also elaborates on other genres. This natural fits with the rest of the information. | The book trailer informs the audience if the book is fiction or nonfiction and briefly explains another genre. | The book trailer informs the audience of one genre, but it is missing the other. | The book trailer doesn’t contain any information on the genre. |  |
| Location | The location or locations of the book are detailed without being viewed as a list. It flows naturally with the rest of the video material. | The location or locations of the book are mentioned. | The location or locations of the book is scattered or seems to be rambling. | There is no mention of a location. |  |
| Timeline | An accurate summary timeline for the book is smoothly transitioned into the book trailer. While important, it is not the major focus. | An accurate summary timeline for the book is transitioned into the book trailer. | A timeline is somewhat mentioned and/or it is made as a major focus of the book trailer. | There is no mention of a timeline. |  |
| Atmosphere/Tone of the Novel | The book trailer adds exceptional insight and understanding to the tone and atmosphere of the novel, going beyond the obvious. | The book trailer has an accurate depiction of the tone and atmosphere of the novel. | The book trailer briefly touches on the tone and atmosphere and/or the information is inaccurate. | Atmosphere and tone are not in the book trailer. |  |
| Characters | The protagonist and antagonist come alive in this book trailer. Even though their introduction is brief, the audience understands their different roles. | The protagonist and antagonist are introduced in the book trailer, and their roles are defined. | The protagonist and antagonist are mentioned, but the audience is left wondering about their roles. | Either one or both of the main characters are missing or seriously flawed. |  |
| Conflict | Even though the summary of the conflict is brief, the motive is clear and explains who is on each side. | The conflict, with its motive, is explained as well as the parties that are in opposition. | The conflict is somewhat identified, but it is difficult to understand who is involved and the reason behind it. | The conflict is not identified, or it is too confusing to understand. |  |
| Main Theme | The key theme of the book is revealed in a way which entices the reader but doesn’t reveal the ending of the book. | The key theme of the book is explained without revealing the ending of the book. | The key theme of the book is confusing and isn’t relative to the overall book. | The key theme of the book is not included in the book trailer. |  |
| Burning Question | The book trailer ends with an exemplary burning question that entices the reader to want to read the book and discover the answer. | The book trailer ends with a good burning question that sparks the interest of the reader. | The book trailer ends with a question, but it is generic and/or it doesn’t really apply to the book. | The burning question is missing. |  |
| Text | Text is extremely well written and easy to read. It is captivating and visually appealing. The average Readability Test level is 11th Grade. | Text is well written and easy to read. The average Readability Test level is 10th Grade. | Most of the text is readable, but parts are choppy. Some editing is required. The average Readability Test level is 9th Grade. | The text is difficult to read and/or confusing, and it is choppy. This needs a lot of editing. The average Readability Test is 8th Grade or below. |  |
| Presentation with Graphics and Background | Wow! Your project is impressive! The music and/or sound effects plus the animation clips truly make your book trailer above the rest. No graphics or pictures are blurry and/or contain watermarks. | Your project is above average, but I think you could add more to make it even better. The music and/or sound effects make your book trailer effective. No graphics or pictures are blurry and/or contain watermarks. | Your project needed more information as far as adequate pictures, graphics, and/or background music or narration. No graphics or pictures are blurry and/or contain watermarks. | Your project is still at the beginning stages. It is missing several key elements. Watermarks are on at least one picture or graphic, and/or some images are blurry. |  |
| Conventions | Perfect! No mistakes! | A few mistakes – 1 to 3 errors. | A number of mistakes – 4 to 7 errors. | Several mistakes – 8 or more errors. |  |
| Sources | All sources are documented accurately using MLA style. | All sources but one are documented using MLA style. | All sources but two are documented using MLA style. | The sources contain more than three errors in the MLA style or complete sources are missing. |  |
| Time  Document: \_\_\_\_\_\_\_\_ | Project is at least 2:30 minutes but less than 3:30. | Project is at least 2:00 minutes. | Project is less than 2 minutes but more than 1:45. | Project is less than 1:45 minutes. |  |

Book Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total Score\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Author: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Final Grade\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_