VATE's 2015 Literacy Explosion!

Book Trailer Rubric

	5	4	3	2	1	Point(s)
Point of View: Purpose	Establishes a purpose early on and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus for most of the presentation.	There are a few lapses in focus, but the purpose is fairly clear.	There are major lapses in focus, making it difficult to figure out the purpose of the presentation.	There is no apparent focus.	_____
Voice: Pacing	The pace fits the tone of the text and helps the audience really "get into" the ideas being presented.	Occasionally speaks too fast or too slowly for the tone. The pacing is relatively engaging for the audience.	Tries to use pacing, but it is often noticeable that the pacing does not fit the tone. Audience is not consistently engaged.	Occasionally establishes moments in the narration that match the tone of the text. Rarely engages the audience.	No attempt to match the pace of the narration to the tone of the text, does not engage the audience.	_____
Soundtrack: Emotion	Music stirs a rich emotional response that matches the tone of the text.	Music stirs a rich emotional response that somewhat matches the tone of the text	Music is ok and not distracting, but it does not add much to the text.	Music occasionally establishes an emotional response that adds to the text.	Music is distracting, inappropriate or not used.	_____
Images	Images are well-selected and convey central ideas from the text. They are visually sharp and enhance the presentation.	Images are selected that match some central ideas from the text. Most images are clear and help enhance the presentation.	An attempt was made to use images to convey central ideas, but some do not work. Image choice is logical.	There a few moments where images convey central ideas. Many of the image choices do not match the text. Many images are blurry.	Little or no attempt to use images to convey central ideas. Images are not connected to the text. Most images are blurry or distorted.	_____
Grammar	Grammar and usage are appropriate and contribute to clarity and style.	Grammar and usage are typically appropriate, and errors do not detract from the presentation.	Grammar and usage are typically appropriate, but errors detract from presentation.	There are several errors in grammar and usage that detract from the presentation.	Repeated errors in grammar and usage detract greatly from the presentation.	_____
					TOTAL→	_____/25