

Book Trailer Rubric

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Criteria	Ratings					Pts
Content	4 pts Exceptional There is clear evidence of understanding of theme, plot, and characters	3 pts Good There is evidence of understanding of theme, plot, and characters.	2 pts Average Some evidence exists of understanding of theme, plot, and characters.	1 pts Poor Little or no evidence exists to show an understanding of theme, plot, and characters.	4 pts	
Video & Images	4 pts Exceptional Video is steady and focused. Still shots/pictures are clear and not pixilated on full screen.	3 pts Good Most of the video is clear and steady. Images are mostly clear and not pixilated.	2 pts Average Some unclear scenes and blurry images.	1 pts Poor Video quality is poor or images are very unclear.	4 pts	
Effects, Transitions, & Titles	4 pts Exceptional Effects, titles, transitions are used effectively throughout the movie. Titles are free of spelling errors and grammatically correct.	3 pts Good Transitions, titles, and effects are used and most are consistent and effective. Titles contain a few errors in grammar and/or spelling.	2 pts Average Transitions, titles, and effects are not used consistently in movie. Titles contain THREE or FOUR errors in grammar and/or spelling.	1 pts Poor Very few, if any, transitions, titles, or effects are used. Titles contain FIVE or more errors in grammar and/or spelling.	4 pts	
Works Cited	4 pts Exceptional A Works Cited title page is included. Citations are complete and grade-level appropriate.	3 pts Good A Works Cited title page is included. Citations are mostly complete and/or grade-level appropriate.	2 pts Average A Works Cited title page is included. Citations are somewhat complete and/or grade-level appropriate. A few styling errors may also be present.	1 pts Poor A Works Cited title page is not included and/or is not grade-level appropriate.	4 pts	
Total Points: 16						