

Video Book Trailer Rubric

Title of Book:		School:	Student(s): (First & Last Name)	Grade Level:
Run time (in seconds)	Storyboard submitted	Category: HRRB ___ General ____	Apps, Software and/or equipment used:	

Category	4	3	2	1	Score
Hook	Hook grabs the attention of viewer and keeps it.	Hook grabs the attention of the viewer.	Hook does not grab viewer's attention.	There is no hook OR plot is completely revealed, not allowing for suspense. Viewer does not need to read the book because the trailer told them the entire story.	
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).	Story has only 1-2 story elements.	
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 consistently match up with images and story being told.	Text does not relate to images or story being told.	
Images	Images were carefully chosen to represent elements of the story. Trailer chosen matches book genre.	1-2 images were not carefully chosen/appropriate. Trailer chosen matches book genre.	More than two images do not relate to other elements of trailer. Trailer is not the best match for the genre of book.	None of the images correlate with other elements of trailer. Trailer does not match the genre of the book.	
Mechanics: Spelling, grammar, and punctuation.	No mistakes.	A couple minor mistakes.	Several mistakes.	Numerous mistakes.	
					Total: