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|  | **Presentation**  **(Persuasion)** | **Content**  **(Storyline/Plot)** | **Images** | **Soundtrack**  **(Voice & Audio)** | **Credits** |
| **Fully Meeting Expectations**  **4** | The trailer has an appropriate flow and captivates the attention of the audience. It compels the viewer to read the book. | Key scenes or themes from the book have been creatively presented. These make the content of the book clear to the viewer. | Images create a distinct atmosphere or tone that matches the different parts of the story. | The voice track is clean and fully understandable. The pace fits the storyline. The viewer is always engaged. The music stirs an emotional response that matches the storyline. | Appropriate credit is given to those who contributed to the trailer. Music and image sources are cited appropriately. |
| **Meeting Expectations**  **3** | The trailer has appropriate flow and holds the attention of the audience. The viewer is left interested in the book. | There is one key scene or theme from the book represented in the trailer. This makes the viewer generally aware of the content of the book. | The images create an atmosphere or tone that match some parts of the story. | The voice track is occasionally too fast/slow for the storyline. The pacing is relatively engaging for the viewer. The music stirs an emotional response that somewhat matches the storyline. | Credits are acceptable, and music and image sources are cited. |
| **Minimally Meeting Expectations**  **2** | The trailer flows reasonably but there are some transitions that need improvement in order for the viewer to be persuaded to read the book. | An attempt has been made to show some aspect of the book, however the content of the book has not been made clear to the viewer. | An attempt was made to use images that create an atmosphere or tone but it needed more work. The choice of images makes sense at least. | Tries to use pacing and rhythm but it is often noticeable that it does not fit the storyline. The viewer is not engaged at all times. The music is adequate and does not distract but not much was added to story either. | Credits are minimal. Music and image sources are appropriately cited. |
| **Not Yet Meeting Expectations**  **1** | The scenes from the trailer are inappropriately choppy and the transitions seem abrupt. The viewer may be left confused and not inclined to read the book. | There is no scene in the trailer that suggests that the student has read the book. The viewer also has no idea what the book is about. | Little or no attempt has been made to use images to create an appropriate atmosphere or tone. | No attempt to match the pace of the storytelling to the storyline. The viewer was not engaged. The music is distracting, inappropriate, or was not used. | Credits are not included. Music and image sources are not cited. |

**Book Trailer Rubric**