

Story Board for your Book Trailer

Description of Image	Description of Image	Description of Image
Citation:	Citation:	Citation:
Text with Image	Text with Image	Text with Image

Description of Image	Description of Image	Description of Image
Citation:	Citation:	Citation:
Text with Image	Text with Image	Text with Image

Book Trailer Directions

Mission: create a stirring book trailer (like a movie preview) on the book you read to demonstrate that you understood the book of your choice. Like a movie preview, do not give away the ending! Your carefully crafted video should entice the viewer to want to know what happens next. Use the grading rubric and the special book trailer web site to guide your creation and in accessing appropriate media. Have fun showcasing your book!

CATEGORY	5 - Perfection	4 - Well Done	2 to 3 - Basic	1 to 0 - Lacking
Presents a Dramatic Question - Compelling the Viewer to Read the Book	Realization is dramatically different from expectation. Amazingly thought out and intriguing.	Realization differs noticeably from expectation. Well done and leaves the viewer wanting to read the book.	Realization barely differs from the expectation.	Realization and expectation do not differ.
Thoughtful Imagery includes basics (book cover and author) and thoughtful imagery	Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some parts of the story. The images may communicate symbolism and/or metaphors.	An attempt was made to use images to create an atmosphere/ tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/ tone.
Power of Soundtrack & Imagery (Emotion & Thought Provoking)	Media is high quality in terms of pixilation and sound quality. Music stirs a rich emotional response and imagery is both creative and thoughtfully selected.	While music and imagery were carefully selected they were not high quality thus taking away from the story.	Media is high quality but music OR imagery was not thoughtfully selected to enhance your book trailer.	Inappropriate choice of music and/or imagery but low quality detracts from the story telling.
Fair Use Requirements & Citations (Give credit where credit is due!)	Imagery and the music are used legally and are given credited in proper MLA format.	Imagery and the music are used legally and are given credited in proper MLA format with one to two mistakes.	Imagery or music does not follow fair use even though credit was given to the sources in the proper MLA format.	Yikes! Laws were broken and/or MLA was totally ignored! The "authorities" are coming to track you down!
Use of Time in Lab (focused and followed storyboard)	Used class and lab time effectively and efficiently. Took the time to follow directions and use resources that were recommended. Never required teacher redirection.	Used class and lab time effectively and efficiently in bringing the storyboard. Just needed a few times to be redirected to stay on task.	Class and lab time could have better spent on the assignment or the storyboard was not followed or well thought out.	Too much time was spent being distracted by other students or competing media and sadly took away from other learners. UNACCEPTABLE!