

Level 4	24-28 Points	Work is above grade level expectations
Level 3	18-23 Points	Work is solid, on grade-level work
Level 2	8-17 Points	Limited achievement on grade-level work
Level 1	1-7 Points	Minimal achievement on grade-level work

Student Name:	
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### Book Trailer Adobe Express Rubric

<i>Category</i>	<b>4 (Exemplary)</b>	<b>3 (Proficient)</b>	<b>2 (Progressing)</b>	<b>1 (Emerging)</b>	<b>Your score</b>
<b>Hook</b>  (ELAGSE6RI2 and ISTE Standard 4)	Hook grabs the attention of the viewer and keeps it.	Hook grabs the attention of the viewer.	Hook does not grab the 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.	
<b>Story: Title and Author, Characters, Setting, Problem/Challenge, Closing</b>  (ELAGSE6W10 and ISTE Standard 6)	Story includes title and author, 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.	
<b>Text</b>  (ELAGSE6W10 and ISTE Standard 3)	Text matches with the images and story being told and does not overwhelm the presentation.	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.	

<b>Images</b>  (ELAGSE6RI2 and ISTE Standard 6)	Images were carefully chosen to represent elements of the story. Trailer chosen matches the book genre.	1-2 images were not carefully chosen/appropriate. Trailer chosen matches the book genre.	More than two images do not relate to other elements of the trailer.  Trailer is not the best match for the genre of book.	None of the images correlate with other elements of the trailer.  Trailer does not match the genre of the book.	
<b>*Mechanics: Spelling, grammar, and punctuation.</b>  (ELAGSE6L1 and ELAGSE6L2)  * Repeated errors will be counted each time they occur	No mistakes.	A couple minor mistakes.  (1-2 mistakes)	Several mistakes.  (3-4 mistakes)	Numerous mistakes.  (5 or more mistakes)	
<b>Soundtrack</b> (ELAGSE6RI2 and ISTE Standard 4)	Soundtrack sets the mood for the trailer, fully complementing text/images.	Soundtrack is appropriate and supports text/images.	Soundtrack is distracting OR sets the wrong mood.	Soundtrack does not correlate whatsoever with other elements of the trailer.	
<b>Length</b>  (ELAGSE6L1 and ISTE Standard 3)	Trailer is between 90 seconds and 3 minutes long. Images/text remain on screen long enough to pique/keep interest.	Trailer is between 90 seconds and 3 minutes long. Images/text remain on screen long enough to be read/comprehended.	Trailer is shorter than 90 seconds or longer than 3 minutes. Most images/text are on screen for the right amount of time, but some are not.	Trailer is extremely over or under time constraints. Images/text are on screen too quickly to be read or too long to keep interest.	
Additional comments:					<b>Total score:</b>

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