

iPad Book Trailer Rubric

	5	3	1
Required Elements/Content	Contains: • Title & author • Hook • Brief plot synopsis • Character discussion • Ending teaser/call to action	Missing one or more of the required elements.	Missing two or more of the required elements.
Audience Appeal	Trailer is interesting and engaging to watch and makes viewers want to read the book.	Trailer is somewhat interesting to watch; viewers may be interested in reading the book.	Trailer is uninteresting or confusing; viewers probably will not want to read the book.
Audio/Visual	Images, videos and background music compliment the story and images greatly enhance the presentation.	Most image, video and audio selections make sense, with a few that could be better connected to the book.	Image, video and audio selections do not make sense, seem disjointed or do not enhance the presentation.
Pace & Length	The story is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long. Total length is about 3 minutes.	The story seems to need more editing. It is noticeably too long or too short in more than one section.	The story needs extensive editing. It is too long or too short to be interesting.
Copyright	Copyright information for photos, graphics, and music is clearly identified by source and nature of permission to reproduce.	Some sources of photos, graphics, and music are not clearly identified with references, and permission to reproduce is missing.	Little or no attempt to reference copyright information for photos, graphics, and music.