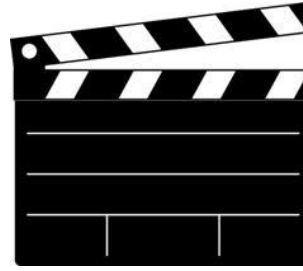


Elements of a Book Trailer

4C's: Creativity

& Communication

I need your help! I am looking for book trailers to post to our website to help next year's students find good books to read.



For your term book project, you will be creating a book trailer for a favorite book that you have read this term.

our website to help next year's

trailer for a favorite book that you

Things to include or consider:

- Hook
- Title and Author
- Important Characters
- Setting
- Plot & Conflict
- Cliffhanger
- Text
- Images
- Audience: Who will be watching/using this book trailer?
- Background Music
- Length (no more than 3 minutes)
- Citation Page (if you did not use "Free Use" images and music)
- Your Name (first name with last name initial), Grade, and School name

Remember, a book trailer is like a movie trailer or a commercial—you are trying to “sell” this book to someone. You will need to show character, setting, and important events from the book while you are telling about it.

Element	Exceeds Standard	Meets Standard	Needs Improvement
Book Trailer Script	<ul style="list-style-type: none"> • All elements clearly completed • Included complete hook and 3 part topic sentence • Detailed summary and cliff hanger 	<ul style="list-style-type: none"> • All elements clearly completed • Hook and/or 3 part topic sentence incomplete • Summary and cliffhanger include big ideas but not details 	<ul style="list-style-type: none"> • Script difficult to read/follow • Missing part of script • Script does not include detailed writing
Book Trailer Organization	<ul style="list-style-type: none"> • Hooks are used throughout trailer to build interest • Information presented in a logical, interesting sequence • Ideas are connected and easy to follow 	<ul style="list-style-type: none"> • Includes a hook at the beginning to grab the attention of the audience • Information presented in a logical sequence • Ideas are mostly connected and easy to follow 	<ul style="list-style-type: none"> • No hook • Little to no sequence of information • Ideas are not connected • Difficult to follow
Book Trailer Content	<ul style="list-style-type: none"> • Provides enough detailed information about the book to pique interest w/o giving away ending • Events/details included convey the mood, theme, and setting of the book to create an emotional response 	<ul style="list-style-type: none"> • Provides enough information about the book to pique interest w/o giving away ending • Reflects the mood, theme and setting 	<ul style="list-style-type: none"> • Gives away the ending • Does not provide enough information to understand what the book is about • Does not convey the proper mood, theme and/or setting of the story
Book Trailer Conventions	<ul style="list-style-type: none"> • No mistakes with conventions (spelling, grammar, punctuation...) 	<ul style="list-style-type: none"> • Only 1 or 2 mistakes with conventions (spelling grammar, punctuation...) 	<ul style="list-style-type: none"> • Several distracting mistakes with conventions (spelling, grammar, punctuation...)
Production Quality	<ul style="list-style-type: none"> • Graphics purposefully conveyed information from book while evoking an emotional response • Audio clearly communicated theme, mood, and setting • No copyright violations 	<ul style="list-style-type: none"> • Graphics helped explain key content • Audio assisted in presenting overall theme • One copyright violation 	<ul style="list-style-type: none"> • Graphics were unrelated to book content • Audio nonexistent or does not communicate mood, theme and setting • Missing citations

