

Animoto Book Trailer Grading Rubric

	3 Points	2 Points	1 Point
Storyline	All book trailer elements are present; viewers get a good sense of the book from the trailer.	Most book trailer elements are present; viewers get a decent sense of the book from the trailer.	Several book trailer elements are missing; trailer does not give a sense of what the book is about.
Appeal	Trailer is interesting and engaging to watch and makes viewers want to read that book!	Trailer is somewhat interesting to watch; viewers will be curious about the book.	Trailer is boring or confusing; viewers probably won't want to go read that book.
Image & Video Choice	Image and video choices make sense and add to the book trailer presentation.	Most of the image and video choices make sense, with a few that could be better connected to the book.	Most of the image and video choices <i>do not</i> make sense in the book trailer.
Blend & Balance	Text and images/videos are woven together thoughtfully, creating a seamless trailer.	Text and images/videos are organized, but trailer doesn't flow smoothly.	Text and images/videos <i>are not</i> organized well, creating a confusing and choppy trailer.
Grammar & Punctuation	Grammar and punctuation rules were followed throughout the entire trailer.	Grammar and punctuation rules were mostly followed, with a few mistakes.	Grammar and punctuation errors are present through most of the trailer and are distracting to viewers.
Tone	Background theme and music set the appropriate tone for the book trailer and add to its appeal.	Background theme and music set a somewhat appropriate tone for the book trailer, but could be better.	Background theme and music <i>do not</i> set the appropriate tone for the book trailer and take away from its appeal.
Citations	Citations are in the proper format and are present for every image and video used.	Most citations are in the proper format and are present for most images and videos used.	Citations are not in the proper format and/or are missing for most images and videos used.

Book trailer is between 30 and 90 seconds: Yes (2 pt.) _____ No (0 pt.) _____

Book trailer is directed at appropriate audience: Yes (1 pt.) _____ No (0 pt.) _____

Book trailer is ready to be published in LC Catalog: Yes (1 pt.) _____ No (0 pt.) _____

Average Peer Review: ____ / 5

Total: _____ / 25