

Digital Book Trailer Rubric

Activity	Exemplary	Proficient	Partially Proficient	Unsatisfactory	Points
Storyboard	5 pts The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes about proposed narration text are included. Includes works cited slide.	3 pts The storyboard includes thumbnail sketches of each video scene and includes text for each segment of the presentation, and notes about proposed narration.	2 pt The thumbnail sketches on the storyboard are not in a logical sequence and do not provide complete descriptions of the video scenes, or notes about the narration.	0 pts There is no evidence of a storyboard.	
Music	5 pts Music stirs a rich emotional response that matches the story line well.	3 pts Music stirs a rich emotional response that somewhat matches the story line.	1 pt Music is ok, and not distracting, but it does not add much to the story.	0 pts Music is distracting, inappropriate, OR was not used.	
Graphics	5 pts The graphics and/or animation assist in presenting an overall theme that appeals to the audience and enhances concepts with a high impact message. Graphics explain and reinforce key points during the presentation.	3 pt The graphics or animation visually depict material and assist the audience in understanding the flow of information or content.	1 pts Some of the graphics and/or animations seem unrelated to the topic/theme and do not enhance concepts.	0 pts The graphics and/or animations are unrelated to the content. Graphics do not enhance understanding the content, or are distracting decorations that detract from the content.	
Works Cited	5 pts Sources of information and graphics are properly cited using MLA citations on a PowerPoint slide in the video.	3 pts Some sources of information and graphics are properly cited using MLA citations on a PowerPoint slide in the video	1 pts One or two sources of information and graphics are properly cited using MLA citations on a PowerPoint slide in the video	0 pts Sources are not cited. There is not a PowerPoint slide with citations.	
Total					/ 20 pts