

Book Trailer Evaluation

Book _____ Student(s) _____

	Partially Meets Expectations	Meets Basic Expectations	Meets Standards	Exceeds Standards
Script - plot	<input type="checkbox"/> Reveals some elements of plot, viewer may be confused <input type="checkbox"/> Some incorrect details <input type="checkbox"/> Vague	<input type="checkbox"/> Mostly summarizing (and then and then) <input type="checkbox"/> General details about plot	<input type="checkbox"/> Details dramatically communicated the basic plot. <input type="checkbox"/> Introduced characters concisely; relevant details	<input type="checkbox"/> Engrossing depiction of conflict and theme. <input type="checkbox"/> Deep connection to character <input type="checkbox"/> Effectively includes sub-plot
Script - impact	<input type="checkbox"/> Telling or announcing <input type="checkbox"/> Mainly summary <input type="checkbox"/> No hook <input type="checkbox"/> Vague overview of book <input type="checkbox"/> Characters were unclear	<input type="checkbox"/> Basic hook. • In a world. . • Question •List • Imagine. . . <input type="checkbox"/> General details about plot <input type="checkbox"/> Introduced main characters	<input type="checkbox"/> Catches attention <input type="checkbox"/> Engaging plot <input type="checkbox"/> Script creates interest <input type="checkbox"/> Revealed basic theme <input type="checkbox"/> More fleshed-out characters	<input type="checkbox"/> Unique opening. <input type="checkbox"/> Artistic/clever writing <input type="checkbox"/> Script has energy <input type="checkbox"/> Concise, engrossing trailer <input type="checkbox"/> Professional touches
Images	<input type="checkbox"/> Some were trivial or silly or unrelated <input type="checkbox"/> Some were puzzling <input type="checkbox"/> One/some images from movie or graphic novel	<input type="checkbox"/> A few images didn't strike the right tone, <input type="checkbox"/> Some didn't fit other images <input type="checkbox"/> Some were too literal	<input type="checkbox"/> All images fit the characters <input type="checkbox"/> All images fit the tone of the script <input type="checkbox"/> Images were selected with a purpose.	<input type="checkbox"/> Images were striking <input type="checkbox"/> communicated significant meaning p invited deeper interpretation <input type="checkbox"/> Appropriate symbolism
Text	<input type="checkbox"/> Many slides hard to read	<input type="checkbox"/> Some text was hard to read:	<input type="checkbox"/> Text was easy to read	<input type="checkbox"/> Effects enhanced script
Music	<input type="checkbox"/> Music did not add emotion or meaning. Elevator music.	<input type="checkbox"/> Music was selected to match genre.	<input type="checkbox"/> Music enhanced meaning.	<input type="checkbox"/> Music sounded like it was composed just for this trailer.
Spelling	<input type="checkbox"/> Glaring spelling errors <input type="checkbox"/> Proofreading is mandatory	<input type="checkbox"/> Several errors <input type="checkbox"/> More careful proofreading needed	<input type="checkbox"/> One or two minor errors <input type="checkbox"/> Homonym errors	<input type="checkbox"/> No spelling errors

___ All images met Fair Use guidelines ___ 1 or 2 images did not meet Fair Use guidelines ___ Review Fair Use guidelines

Comments: