**It’s Your Choice Novel Study Rubric**

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|  | **Exceeds Standard**  **7-6** | **Meets Standard**  **5-4** | **Needs Improvement**  **3-2** |
| **Hook**  **(Movie, Audio cast, Interview)** | * Hooks are used throughout the whole trailer to build interest | * Includes a hook at the beginning to grab the attention of the audience | * No hook evident *(e.g. the trailer is just a collection of facts, or a summary of the book* |
| **Transitions** | * Information presented in a logical, interesting sequence * Easy to follow * Ideas are connected with smooth, effective transitions | * Information presented in a logical sequence * Easy to follow   Ideas are connected with transitions | * Difficult to follow * Little to no sequence of information or ideas * Little or no evidence of transitions |
| **True to book** | * Conveys the mood, theme, and setting of the book to create an emotional response through selection of events/details included * Provides enough information about the book to pique interest w/o giving away ending | * Reflects mood, theme and setting and includes important details * Provides enough information to pique interest without giving away the ending | * Does not convey the proper mood of the story and includes unimportant details * Gives away the ending |
| **Relevance of Content** | * Project displays content and details that are truly relevant, interesting, meaningful, engaging and specific. * Thoughtfully engaged with the details of the content. | * Project displays content and details that are mostly relevant, interesting, meaningful, engaging and specific. * Engaged with the details of the content. | * Project displays content and details that are limited and not very relevant, interesting, meaningful, engaging and specific. * Have not thoughtfully engaged with the details of the content. |
| **Persuasive** | * Audience wants to run out and read the book immediately | * Convinces audience that that book is worth reading | * Is not persuasive in convincing audience to read the book |
| **Creativity** | * Project has extremely creative and original ideas. * Truly showed the student's creative talents. The project had a strong 'voice' and that voice was distinctive to the author. | * Project has several creative and original ideas. Most aspects of the project demonstrated some level of creativity and a satisfactory and unique voice. | * Project has minimal creativity and original ideas. Most components were a literal interpretation of the text. Voice was lacking. |
| **Graphics** | * Purposefully used to create an emotional response * Assist in presenting an overall theme * Appeal to the audience and enhance trailer * Compliment and work well with soundtrack * Help explain and reinforce key content * Included a graphic of the cover with the title and author * Appear to be no copyright violations | * Assist in presenting overall theme * Compliment and work well with soundtrack * Help explain key content * Included the title and author without a graphic of the cover * One or two copyright violations | * Unrelated to overall theme * Do not enhance to content of the trailer * Graphics are full of copyright violations   Or:   * Trailer is completely void of graphics * Failed to mention the title and author of the book |
| **Audio**  **(music/sound/narration)**  **(Movie, Audio cast, Interview)** | * Clear and effectively assists in communicating theme, mood, and setting * Creates an emotional response * Includes effective narration and/or sound effects * Appear to be no copyright violations | * Assists in communicating theme, mood, and setting * Kept in balance and does not overpower the trailer * One or two copyright violations | * Cut off and inconsistent * Insufficiently communicates the theme, mood, and setting. * Overpowers the overall message of the trailer * Soundtrack is full of copyright violations   Or:   * Trailer is completely void of a soundtrack |
| **Pacing**  **(Movie, Audio cast, Interview)** | * Fits the storyline and builds the mood * Segments are long enough to make each point clear. * Trailer fits within the 2-3minute time limit | * Fits the storyline and moves at a steady pace: fast enough to hold audience interest and slow enough to include enough information * Time limit: 1-2 minutes | * Is either too long and does not advance the storyline or too short to assist in engaging with the story |
| **Effort** | * Demonstrates clear and insightful understanding of the connection to the novel and work as a whole. Effort is obvious! | * Shows time and thought went into the preparation and execution of the project. | * Shows little evidence of time in the project. Minimum amount of effort in project. |
| **Conventions** | * There are either no mistakes with conventions or the ones made are productive and fit with the trailer | * There are one or two mistakes with conventions that do not fit with the mood and theme of the trailer | * Many distracting conventional mistakes |

**Grade:**

Comments/Feedback: