Digital Story Trailer Rubric (50pts)

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|  | **Developing (0-6)** | **Mastery (7-8)** | **Exemplary (9-10)** |  |
| **Selection** | The scenes selected and focused upon throughout the trailer are not appropriate for conveying the essence of the story. | You’ve chosen appropriate scenes. | You’ve dug around some here. These are smart selections for your intended audience, and it warrants the kind of attention close study the English classroom affords. |  |
| **Hook** | There wasn’t much for the reader/ viewer to hold onto here. We weren’t hooked. | You had our attention. | The trailer was compelling, bringing together the visual and the audio in a way that engaged and moved the audience. |  |
| **Pacing** | Pacing is all over the place. Length is either too short or too long. | Pacing needs some alteration in order to effectively communicate intended meaning. | Pacing effectively helps to convey the story’s meaning. |  |
| **Economy** | Too much polish and not enough substance. Effects and transitions aren’t doing narrative work. | Judicious use of transitions and effects helps in delivering the content of the trailer. | Transition and effects are used deliberately to communicate intended meaning. The trailer is effective because of the balance and impact here. |  |
| **Presentation** | Elements were disconnected or missing. The presentation did not help in conveying meaning. | The writer is clearly learning how to use the technology to convey meaning. The project is beginning to come together. | Presentation demonstrates not only technical competencies but a use of the tools to convey rich, intended meaning. |  |
|  |  |  | **Total Points** |  |