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**  |  |