Judges' Instructions:

Scores are based on Total Score. Entries must meet **all guidelines in full to be considered**. If disqualifying the video, indicate on the Book Trailer Rubric which guideline(s) the video did not meet.

Book Trailer Rubric

Criteria	4	3	2	1
Script-Opening	Has an opening hook that draws in the audience.	Opening is somewhat engaging.	Opening is conventional.	Opening is vague, unfocused or distracting.
Script-Story Elements	Tells enough to make the story interesting, but doesn't give away the ending. Is true to the book. All details chosen enhance the mood and purpose.	Tells enough to make the story interesting, but doesn't give away the ending. Is true to the book. Most details enhance the mood and purpose.	Attempts to include details that make the story interesting but does not convey the essence of the book.	Tells too much of the story and/or includes details that are unimportant and/or misleading about the essence of the book.
Script-Conclusion	Conclusion is totally engaging.	Conclusion is somewhat satisfying.	Conclusion is conventional.	No clear conclusion.
Sound Quality	Sound quality is clear and consistent throughout.	Sound quality is mostly consistent throughout.	Sound quality is inconsistent throughout.	Sound quality needs more attention.
Voice/Tone	If voiceover is used, the speaker seamlessly uses inflections. If no voiceover, the tone created is distinct and permeates the video to engage the audience throughout.	If voiceover is used, the speaker's quality of reading is inconsistent. If no voiceover, the tone created somewhat enhances the atmosphere that engages the audience.	If voiceover is used, the speaker is obviously using a script. If no voiceover is used an attempt was made to create a tone or atmosphere that enhances the video.	If voiceover is used, the speaker is obviously reading a script that he/she has not practiced reading. If no voiceover is used, little or no attempt was made to create an appropriate atmosphere.
Visual Story Elements-- images/animation/ claymation/etc.	Visual story elements create a distinct atmosphere or tone that enhances the video to engage the audience throughout	Visual story elements create an atmosphere or tone that somewhat enhance the video to make it engaging to the audience.	Visual story elements attempt to create an atmosphere or tone that enhance the video, but it needed more work.	Little or no attempt was made to use visual story elements to create an appropriate atmosphere/tone.

Total Score _____