



# RUBRIC: BOOK TRAILER PRODUCT

From Digital Online Judging to State Championship  
Team Student Event, 2 Titles Allowed Per School to Apply

Book trailers are short multimedia products that capture the essence of a book (without giving away the ending) via a presented styled in the fashion of a Hollywood movie trailer. STLP DPOJ book trailers should be between 90 seconds and 3 minutes in length, be media rich (including audio, images, and narration with fully documented copyright info), and easily viewable online. Developing a book trailer product helps students practice informational, visual, and technical literacies. The best products will move ahead as finalists at the STLP State Championship. First and second place in each grade division will be recognized at the State Championship Awards.

What the STLP Coordinator/Coach should do:

- Share the rubric with students that create book trailers
- Connect students with online resources to learn more about book trailers
- Decide a location to post work, noting URL address when the school registers
- Assist student with questions, make suggestions on quality of work; connect students with resources
- Check for any copyright issues; clarify that all sources are properly cited
- Help student save book trailer in a file format that can be viewed openly on most devices

What the student should do:

- Review rubric; follow all copyright rules
- Create original infographic that teaches viewer about a clear topic
- Turn work in on time to be posted for registration; include the process used
- Create process: a description written by the student of the steps and tools that he/she used to create the end product
- Same product cannot be entered in multiple categories; no one student can have two entries in the same category

ONLINE JUDGING/ STATE CHAMPIONSHIP	CRITERIA	POINTS EARNED
ACCESS	The pieces can be viewed online without password access or specialized software	0 5
COPYRIGHT/CITATION	All sources are cited completely and all copyrighted material is identified and used with documented permission.	0 5
	<b>JUDGING continues ONLY IF image has a score of 10</b>	
HOOK/PLOT	Hook grabs the attention of viewer and keeps it. Plot is revealed just enough to make viewer want to read the book.	1 2 3 4 5
TEXT/GRAMMAR	Text fully enhances other elements of trailer and does not overwhelm presentation	1 2 3 4 5
IMAGES	Images are well- selected and convey central ideas from the text. They are visually sharp and enhance the presentation.	1 2 3 4 5
SOUNDTRACK (VOICE/AUDIO)	The voice track is clean and fully understandable. The pace fits the storyline. The viewer is always engaged. The music stirs an emotional response that matches the storyline.	1 2 3 4 5
LENGTH	Trailer is between 90 seconds and 3 minutes long. Images/text remain on screen long enough to peak/keep interest.	1 2 3 4 5
GRAMMAR MECHANICS	Information was writing grammatically correct with no spelling or punctuation mistakes	1 2 3 4 5
PROCESS	Student completely explains the process and steps in creating the piece; judges can access this process online	1 2 3 4 5
<b>TOTAL SCORE OUT OF 50:</b>		

AT STATE PRESENTED ON STAGE:    First    Second