### OPS & OPL Video Book Trailer Rubric

**#MakeBelieve**

<table>
<thead>
<tr>
<th>Category: Audio</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>High (20-17)</th>
<th>Scoring Criteria</th>
<th>Low (5-1)</th>
</tr>
</thead>
</table>
| **Author’s Purpose** | ● Closely follows plot line to climax only – No spoilers  
● Effectively communicates author’s tone and purpose | ● Most of plot line elements explained  
● Author’s tone and purpose there but not effective | ● Few of the plot line elements used  
● Author’s tone and purpose too vague  
● Plot line exceeded point of climax – Too much information  
● Author’s tone and purpose not evident |
| **Technical Presentation** (Audio only for Audio category) | ● Camera movement steady  
● Smooth transition between scenes  
● Excellent use of graphics  
● Audio enhances and supports author’s tone  
● Volume consistent | ● Camera movement acceptable  
● Transitions between scenes not smooth  
● Good use of graphics  
● Appropriate audio used  
● Volume consistent | ● Camera movement not steady  
● Transitions between scenes jerky and distracting  
● Graphics present but detracts from video  
● Audio does not match author’s tone  
● Volume not consistent  
● Camera movement bouncy and distracting  
● Transitions between scenes makes viewing difficult  
● No graphics present  
● Audio distracts from video  
● Volume either too high or too low |
| **Creativity** | ● Refined and sophisticated approach to original and unique presentation | ● Excellent approach to creative thinking and expression  
● Competent development of creative ideas | ● Limited or no expression of creative ideas |
| **Citations** | ● Beginning credits with book title, author, and video creator name(s)  
● All credits cited at the end of the video, including CC icons if needed | ● Beginning credits with book title, author, and video creator name(s)  
● Incomplete credits or non CC media used | ● Missing beginning credits  
● Incomplete or missing credits for CC use or non CC media used |