

# Sneek Peek Rubric

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Criteria	Exceeds	Meets	Progressing	Does not Meet
<b>Planning, Preparation, and Editing</b>	Planning, preparation, and editing are obvious in the polished, professional video.	Some planning, preparation, and editing are obvious in the video.	More planning, preparation, and editing is needed.	The steps of planning, preparation, and/or editing are missing from the video.
<b>Content</b>	The book trailer is persuasive and the audience wants to find out more about this book.	The book trailer is persuasive and some audience members want to find out more about this book.	The book trailer is persuasive and some audience members want to find out more about this book.	The book trailer is not persuasive enough; limited interest from audience members to read the book.
<b>Creativity and Style</b>	Video is very creative and has a unique style.	Video shows some creativity and style.	Some original thought is evident, but lacks style.	No original thought. Style may be distracting
<b>Use of Technology</b>	Video images flow. Lightning and sound quality is very good. Stable camera effect.	Video images flow. Lightning and sound quality is good. Mostly stable camera effect.	Video images flow somewhat. Lightning and sound quality is adequate. Stable camera effect	Video lacks flow. Light and sound quality is poor. Shaky camera is distracting.

Teacher comments: \_\_\_\_\_

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