

Grading Rubric FOR Book Commercials



Ways I can earn a CHECK PLUS:
(worth 5 points = 100%)

- My commercial has a strong hook that grabs the audience's attention
- My commercial tells about the title of the book, the author, and gives a brief summary of the story that included character names
- My commercial reveals just enough to make the audience want to read the book
- My commercial has a written script and it is clear I have practiced
- I speak clearly, loudly, and present my commercial with enthusiasm and energy



Ways I can earn a CHECK:
(worth 4 points = 80%)

- My commercial uses a question as the hook and captures part of the audience's attention
- My commercial tells about some of these traits but not all (the title of the book, the author, gives a brief summary of the story and includes character names)
- My commercial reveals a little too much of the plot
- My commercial has a written script but I didn't practice and/or follow the script
- I can be heard but not by everyone and/or I have a little enthusiasm and energy



Ways I can earn a CHECK MINUS:
(worth 3 points = 60%)

- My commercial has no hook and/or does not grab the audience's attention
- My commercial leaves out many of these traits if not all (the title of the book, the author, gives a brief summary of the story and includes character names)
- My commercial reveals too much plot and/or the audience has no need to read the book
- My commercial has no written script
- I cannot be heard and/or present my commercial with no enthusiasm and energy