CATEGORY	Skill Not Evident (1)	Developing Skill (2)	Applying Skill (3)	Extending Skill (4)
Reader Response	Response does not summarize; Use of strands non-existent or unrelated	Response summarizes the text; Use of one or two strands attempted	Response summarizes the text; Use of strands with text- based example(s) to show how thinking aided understanding	Response summarizes the text; use of strands leads to deeper understanding through additional predictions, opinions, questions,
Story Board	Story board contains one-three frames; does not communicate trailer plan	Story board contains four-five frames; begins to communicate trailer plan	Story board contains six or more frames; communicates trailer plan clearly	Story board contains six or more frames; communicates trailer plan clearly and is linked to the script
Script	Script does not make sense, cannot be read, or is incomplete	Script appears to be complete, but does not align with story board plan	Script is complete and detailed; aligns well with the story board plan	Script is complete, detailed, and directly connected to story board frames
Images	Pictures are not clear; only two or three utilized	Pictures are clear; four-five utilized; relate well to the trailer	Pictures support the trailer's theme, help to communicate the purpose; six or more images utilized	Pictures tell a story; support the trailer's theme, help to communicate the purpose; six or more images utilizedsome
Narration (if applicable)	Narration is not clear; lacking fluency; little or no expression	Narration generally understandable; somewhat fluent; some expression	Narration is clear, fluent, and expressive	Narration is very clear, fluent, and expressive - it helps to set a mood or tone for the trailer
Presentation/ Purpose	Technical 'glitches'interfere with the trailer's effectiveness; less than 30 seconds in duration	The trailer operates correctly, but transitions are not smooth; 30-50 seconds in duration	The trailer operates effectively with smooth transitions and integration of video and audio; 50-60 seconds in duration	The trailer is ready for Hollywood - it runs seamlessly and is greater than 75 seconds in length