

Digital Commercial – 10th Grade – Qtr. 1

Category	Distinguished – 4	Proficient – 3	Apprentice – 2	Novice – 1	Score
Entices Audience & Creates Intrigue	The book trailer makes me want to read this book and learn more about this career NOW!	The book trailer got my attention so I am putting this book on my list to read.	It's debatable whether or not I will read this book based on the book trailer.	I probably won't read this book based on the book trailer. It wasn't that exciting.	
Title & Author	The title and author are easily located and emphasized throughout the book trailer.	The title and author are located somewhere in the book trailer.	The title and author are located somewhere in the book trailer, but not much emphasis is put on this.	The title and/or author are missing from the book trailer.	
Genre	The book trailer informs the audience if the book is fiction or nonfiction and also elaborates on other genres. This naturally fits with the rest of the information. An accurate summary timeline of this career is smoothly transitioned into the book trailer. While important, it is not the major focus.	The book trailer informs the audience if the book is fiction or nonfiction and briefly explains another genre. An accurate summary timeline of this career is transitioned into the book trailer.	The book trailer informs the audience of one genre, but it is missing the other. A timeline is somewhat mentioned and/or it is made as a major focus of the book trailer.	The book trailer doesn't contain any information on the genre. A timeline is mentioned, but it is either too short or it confuses the audience.	
Timeline (Major Events)					
Literary Term 1	Literary Term 1 is stated and an excellent definition is quoted (separate slide). A quoted example from the book is included as well as the page it was located (separate slide). A well-developed sentence explains why the example falls under that particular category. The explanation is at grade level (separate slide).	All requirements are fulfilled, and the explanation is at grade level.	One major item is missing.	Two or more items are missing.	
Job Titles/ Responsibilities	The different job titles and responsibilities are explained in a creative way that DOESN'T resemble a list. There are at least two titles and three responsibilities explained.	The different job titles and responsibilities are explained in a creative way that DOESN'T resemble a list. There are at least two titles and two responsibilities explained.	The different job titles and responsibilities are explained in a creative way that DOESN'T resemble a list. At least one title and two responsibilities are explained.	The different job titles and responsibilities are explained in a creative way that DOESN'T resemble a list. Only one title and one responsibility are explained.	
Education/ Skills/ Training Required	At least four different aspects of the education, skills, and training are included in a way that is easy to understand and still captivates the audience's attention.	At least three different aspects of the education, skills, and training are included in a way that is easy to understand and still captivates the audience's attention.	At least two different aspects of the education, skills, and training are included in a way that is easy to understand and still captivates the audience's attention.	Only one of the education, skills, and/or training is included. The way the material is presented is confusing or lacking information.	

<p>Job Highlights</p>	<p>Four different perks or highlights are included in the book trailer. Each is thoroughly explained in a way that persuades the audience to believe this may be the best career.</p>	<p>Three different perks or highlights are included in the book trailer. Each is thoroughly explained in a way that persuades the audience to believe this may be the best career.</p>	<p>Two different perks or highlights are included in the book trailer. Each is thoroughly explained in a way that persuades the audience to believe this may be the best career.</p>	<p>Only one perk or benefit is included in this book trailer. The information is either confusing or parts are missing.</p>	
<p>Job Stressors</p>	<p>Four different stressors are included in the book trailer. Each is thoroughly explained in a way that alerts the audience to possible struggles they may face if they follow this career path.</p>	<p>Three different stressors are included in the book trailer. Each is thoroughly explained in a way that alerts the audience to possible struggles they may face if they follow this career path.</p>	<p>Two different stressors are included in the book trailer. Each is thoroughly explained in a way that alerts the audience to possible struggles they may face if they follow this career path.</p>	<p>Only one stressor is included in this book trailer. The information is either confusing or parts are missing.</p>	
<p>Important Statistics/Facts</p>	<p>Four important statistics or facts are included in this book trailer. They are NOT in a list form; rather, they are presented in a creative way that inspires the audience to want to learn more about this career.</p>	<p>Three important statistics or facts are included in this book trailer. They are NOT in a list form; rather, they are presented in a creative way that inspires the audience to want to learn more about this career.</p>	<p>Two important statistics or facts are included in this book trailer. They are NOT in a list form.</p>	<p>Only one important statistic or fact is included in this book trailer. The information is either confusing or parts are missing.</p>	
<p>Why is this job unique and/or why is this job important?</p>	<p>Without this career, society would be lost – that’s what your audience will believe after you inform them why! Using at least three details, you explain why this job is so important, and how society would suffer if this job was eliminated. This is not only educational but also entertaining.</p>	<p>Without this career, society would be lost – that’s what your audience will believe after you inform them why! Using at least two details, you explain why this job is so important, and how society would suffer if this job was eliminated. This is not only educational but also entertaining.</p>	<p>Without this career, society would be lost – that’s what your audience will believe after you inform them why! Using at least one detail, you explain why this job is so important, and how society would suffer if this job was eliminated.</p>	<p>Without this career, society would be lost – that’s what your audience will believe after you inform them why! However, your information is lacking specific details or it is confusing.</p>	
<p>Companies/ Places to Work</p>	<p>It’s Geography Time! You should explain the top four places you can work if you follow this career path. Not only is this educational, but it is also visually appealing.</p>	<p>It’s Geography Time! You should explain the top three places you can work if you follow this career path. Not only is this educational, but it is also visually appealing.</p>	<p>It’s Geography Time! You should explain the top two places you can work if you follow this career path. Not only is this educational, but it is also visually appealing.</p>	<p>It’s Geography Time! You should explain the top place you can work if you follow this career path. Not only is this educational, but it is also visually appealing.</p>	

<p>Salaries/Benefits</p> <p>Circle the ones you use.</p> <ul style="list-style-type: none"> • Yearly Salary • Medical Insurance • Disability Insurance • Life Insurance • Retirement Benefits • Paid Time Off • Fringe Benefits • Tuition Assistance • Flexible Medical or Child-care Spending Accounts • On-site Daycare • Non-production Bonuses • Other 	<p>Information from the following categories are included (choose 7):</p>	<p>Information from the following categories are included (choose 6):</p>	<p>Information from the following categories are included (choose 5):</p>	<p>Information from the following categories are included (choose 4):</p>
<p>Unique Facts</p>	<p>Designed in a way to captivate the audience, four unique facts about this career are presented. This should NOT BE IN LIST FORM.</p>	<p>Designed in a way to captivate the audience, three unique facts about this career are presented. This should NOT BE IN LIST FORM.</p>	<p>Designed in a way to captivate the audience, two unique facts about career are presented. This should NOT BE IN LIST FORM.</p>	<p>Designed in a way to captivate the audience, one unique fact about this career is presented.</p>
<p>Best Career Advice</p>	<p>Best career advice is quoted (separate slide). A well-developed sentence explains what the quotes means and its impact on this particular career. The explanation sentence is written at a 10th grade level.</p>	<p>Best career advice is quoted (separate slide). A well-developed sentence explains what the quotes means and its impact on this particular career. The explanation sentence is written at a 9th grade level.</p>	<p>Best career advice is quoted (separate slide). A well-developed sentence explains what the quotes means and its impact on this particular career. The explanation sentence is written at an 8th grade level.</p>	<p>Best career advice is quoted (separate slide). A well-developed sentence explains what the quotes means and its impact on this particular career. The explanation sentence is written at a 7th grade level.</p>
<p>Video Clips Highlighting Key CEO Plan Points and Interview</p>	<p>The digital book trailer contains at least four video clips.</p> <ul style="list-style-type: none"> • Professional Interview (question & answer) includes a picture • Key Points • Unique Facts 	<p>The digital book trailer contains at least three video clips.</p>	<p>The digital book trailer contains two video clips.</p>	<p>The digital book trailer contains one video clip.</p>

<p>You Decide:</p> <hr/> <hr/> <p>Note: You will also write in the rubric standards.</p>					
<p>Burning Quote</p>	<p>The book trailer ends with an exemplary burning quote that entices the audience to want to learn more about this career.</p>	<p>The book trailer ends with a good burning quote that sparks the interest of the audience.</p>	<p>The book trailer ends with a quote, but it is generic and/or it doesn't really apply to this career.</p>	<p>The burning quote deals with an insignificant part of this career.</p>	
<p>Text</p>	<p>Text is extremely well written and easy to read. It is captivating and visually appealing. The average Readability Test level is 10th Grade.</p> <p>• Literary Term 1 _____</p>	<p>Text is well written and easy to read. The average Readability Test level is 9th Grade.</p> <p>• Literary Term 1 _____</p>	<p>Most of the text is readable, but parts are choppy. Some editing is required. The average Readability Test level is 8th Grade.</p> <p>• Literary Term 1 _____</p>	<p>The text is difficult to read and/or confusing, and it is choppy. This needs a lot of editing. The average Readability Test is 7th Grade or below.</p> <p>• Literary Term _____</p>	
<p>Presentation with Graphics and Background</p>	<p>Wow! Your project is impressive! The music and/or sound effects plus the animation clips truly make your book trailer above the rest. No graphics or pictures are blurry and/or contain watermarks. The music only adds to this video and isn't repeated. This DBT is definitely better than your last one. Obvious growth has taken place!</p> <p>Perfect! No mistakes!</p>	<p>Your project is above average, but I think you could add more to make it even better. The music and/or sound effects make your book trailer effective (no repeats). No graphics or pictures are blurry and/or contain watermarks. This DBT is somewhat better than your last one.</p>	<p>Your project needed more information as far as adequate pictures, graphics, and/or background music or narration. No graphics or pictures are blurry and/or contain watermarks. The effort in this DBT is about the same compared to your last one.</p>	<p>Your project is still at the beginning stages. It is missing several key elements. Watermarks are on at least one picture or graphic, and/or some images are blurry. This DBT is actually worse than your last one.</p>	
<p>Conventions</p>		<p>A few mistakes – 1 to 3 errors.</p>	<p>A number of mistakes – 4 to 7 errors.</p>	<p>Several mistakes – 8 or more errors.</p>	
<p>Sources</p>	<p>All sources are documented accurately using MLA style. The format is perfect.</p>	<p>All sources but one are documented using MLA style.</p>	<p>All sources but two are documented using MLA style.</p>	<p>The sources contain more than three errors in the MLA style or complete sources are missing.</p>	
<p>Time Document: _____</p>	<p>Project is at least 5:30 minutes but less than 6:00.</p>	<p>Project is 5:00 minutes to 5:29 minutes.</p>	<p>Project is 4:30 minutes to 4:59.</p>	<p>Project is 4:29 minutes or less, or it is more than 6:00.</p>	

Note: All information must be accurately and honestly completed in order to earn maximum credit.

Book Title: _____

Total Score _____

Author: _____

Final Grade _____

Your Name _____
Class _____ Date _____

Student's Name _____

Peer Proofing for DBT Errors

Directions: You will use this sheet to document any and all errors pertaining to this student's Digital Book Trailer. Each error or suggestion must be numbered, briefly explained, and documented for time. If you need more room, please add an additional page. Be sure to write in cursive. Because this is now an individual process, you may pause the video at any time and reexamine different areas. You are part of team, and it is expected that you put forth your best effort in helping each other to earn the best possible grade on these trailers. Be sure to follow the examples and document the information at the bottom of the page.

Example: 1. (1:23) missing quote after Billy = Billy" 2. (2:01) there = their 3. (4:02) 2nd source is not indented properly

Editing Time: _____

Total Errors: _____