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| --- | --- |
| **Name:**  | **Evaluated by:**  |
| **Description of task:**  |
| **Use of Media Techniques** | **Target Audience** | **Clarity**  | **Creativity/Innovation** | **Total (out of 25)** |
| **How well has the book trailer made use of suitable media techniques?****Consider** * **sound (music, sound effects/voice over)**
* **colours**
* **lighting**
* **camera angles**
* **use of text on the screen**
* **successful adaptation of the dialogue from the book**
* **cliffhangers**
 | **Has the team successfully appealed to and engaged the target audience?**  | **Can you follow the trailer and know by the end what to expect from the book?**  | **How creative is the book trailer?** **Has the team used ‘outside the box thinking” to create something in their trailer?**  |  |
| **Comments:** | **Comment:**. | **Comment:** | **Comment:** | **Overall Comment:**  |
| **Mark (out of 10):** | **Mark (out of 5):** | **Mark (out of 5):** | **Mark (out of 5):** | **Total (out of 25):**  |

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