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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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