

# SURF Book Commercial Rubric

**Student:** \_\_\_\_\_ **Period** \_\_\_\_\_

**Book:** \_\_\_\_\_ **Author:** \_\_\_\_\_

	<b>Looks like a pro 4</b>	<b>Almost there 3</b>	<b>Getting close 2</b>	<b>Not yet ready 1</b>
<p><b>Content/ Pictures</b> 7.2.4 Use paraphrasing and summarizing to explain a text  7.7.2 Organize information to create a succinct message</p>	<p>Presentation contains 8-10 pictures, appropriate music, narration that summarizes and reviews book, title that is professional, and a credit slide listing all materials used. All work is done at a highly professional level and is consistent.</p>	<p>Presentation contains 5-8 pictures, appropriate music, narration that summarizes and reviews book, title slide that is professional, and a credit slide listing all materials. All work is done at a professional level and is consistent.</p>	<p>Presentation contains less than 5 pictures, music does not seem to go with presentation or it is not consistent throughout, narration is not always clear and lacks facts, title and credits are not included or are not complete.</p>	<p>Presentation contains less than 4 pictures, lacks other elements, such as title, credits, and narration. Narration is not clear and lacks facts. Work is incomplete and is not clearly done.</p>
<p><b>Audio</b>  7.6.5 Adjust volume, pacing, pitch, tone, and voice to the audience and situation</p>	<p>The audio is clear and includes music in the background that is at appropriate levels to hear narration. Narration is clear, entertaining, and is able to be heard over the music. The music does not distract from the presentation, but complements it.</p>	<p>The audio is clear and includes music in the background that is at appropriate levels to hear narration. Narration is clear and is able to be heard over the music. The music is not consistent throughout and there are 1 or 2 audio mistakes in Presentation.</p>	<p>The audio is clear and includes music in the background that is at appropriate levels to hear narration. Narration is not always clear and is not clear with the music. The music distracts from the presentation.</p>	<p>The audio is not clear and includes music mistakes with audio levels. Narration is not clear and at appropriate sound level. Narration is absent or lacking.</p>
<p><b>Propaganda Technique</b> 7.6.2 Give short oral presentations using information from novel to inform and persuade 7.7.3 Use precise vocabulary suited to topic and audience</p>	<p>Use of propaganda makes you want to read the book! Audience can't wait to get their hands on the book!</p>	<p>Use of propaganda is good but not convincing. The audience may want to read the book when they can get to it.</p>	<p>Use of propaganda is hard to recognize and the audience is really not interested in reading the book.</p>	<p>Use of propaganda is not evident.</p>
<p><b>Overall</b></p>	<p>The presentation lasts 2 to 3 minutes and reviews and summarizes the book clearly with pictures, titles, and music. The pictures are not pixelated, but clear and appropriate to topic. The story contains a clear title slide and a credit slide listing resources.</p>	<p>The presentation lasts 2 to 3 minutes and reviews and summarizes the book clearly with pictures, titles, and music. One or two of the pictures is pixelated, and all others are clear and appropriate to the book. The story contains a clear title slide and a credit slide listing resources.</p>	<p>The presentation is less than 2 minutes and does not cover the topic with facts and appropriate pictures. Some pictures are pixelated, and the remainder are clear and appropriate to topic. The audio is not consistent with levels of music and narration.</p>	<p>The presentation lasts less than 1 minute. Topic is not covered with a clear book review. It lacks info and pictures that clearly explain book. Most pictures are pixelated and inappropriate to the topic of the book. The audio is inconsistent in varying with music and narration.</p>