

iMovie Book Report Scoring Guide

	Exemplar	Not Quite Exemplar	Developed	Not Quite Developed	Limited
Preparation Process (You have handed in the required papers, can see you have gathered information)					
	Extensive preparation task. (e.g. story boarding, outlining, notetaking)		At least one adequate preparation task		No preparation tasks evident
	Information gathering varied/substantial/ abundant		Information gathering varied/adequate		Information gathering weak or missing
Content Knowledge (You know your book!)					
	Information entirely author's own words other than appropriate citations		Portions of information author's own words other than appropriate citations		Majority of information not in author's own words. Citations not acknowledged.
	Evidence of genuine learning – others find work useful and benefit from this product		New learning for student only – not developed or useful for others		New learning not evident – not developed or useful for student or others
Format Structure (The movie flows well)					
	All key points tied together in a logical sequence		Most key points/facts tied together		Facts partially or not tied together
	Ideas organized effectively and flow smoothly		Ideas mostly organized		Ideas lack consistency and flow
	Sources of information well documented		Sources of information mostly documented		Documentation of information sources are weak or missing
Text Communication (Your script is well planned)					
	Word choice is powerful – specific, accurate, vivid/descriptive		Word choice is acceptable - routine word choices/effective language		Word choice is dull, uninspired or trying too hard to impress with inappropriate words
	Highly fluent, expressive, detailed and original		Fluent with some details		Lacking fluency, details or originality
	Minor or no mechanical errors – reflects grade level competency/some risk taking (spelling, punctuation, grammar, sentence structure.)		Few mechanical errors – while some distracting it does not interfere w/ message		Many mechanical errors detracts and interferes with message
Voice/Sound Communication (The music added is appropriate, as well as your voice can be heard OVER the music)					
	Significant, enriching contribution and relevancy extending the topic's meaning		Relevant to topic but adds little extended value to meaning		Not relevant to topic - use appears mostly as "decoration"
	Creates insightful emotional mood/tone/impact		Creates interest		No emotional impact/interest created
	Quality of volume/diction/fluency/flow is high.		Quality of volume/diction/fluency/flow is acceptable.		Quality of volume/diction/fluency/flow is not acceptable.
Image Communication (Your images are a great fit for your movie)					
	Significant, enriching contribution extending relevancy and meaning to the topic's message		Relevant and supportive of topic's message		Not relevant to topic – use appears mostly as "decoration"
	Images highly engaging for content/audience		Images appropriate to content/audience		Images detracts or inappropriate for content/audience

Design of Communication (I can read it!)					
	Layout has intentional balance/unity of elements and structure		Layout balance attempted.		Layout balance not achieved with multiple design elements not working
	Fonts readable w/ no more than three styles consistently applied – creatively extends meaning of message		Fonts readable and appropriate.		Too many fonts used, interfering with readability, not always suitable to topic, confuses/detracts from meaning
	Transitions enhance/enrich meaning of message		Transitions applied satisfactorily		Transitions frequently inappropriate or distracting from message.
	Overall design has aesthetic appeal/ease of use consistent with purpose/audience		Overall design has adequate appeal but shows some inconsistencies with purpose/audience.		Overall design is unappealing and inappropriate for purpose/audience
Presentation of Communication (I can understand you, and hear excitement)					
	Voice varied using engaging tone and rate of speech to enhance message.		Voice, tone and rate of speed appropriate		Voice, tone and rate of speed monotone or distracting.
	Visual and auditory aides used creatively extending the meaning of the message		Use of visual /auditory aides reinforced main points		Use of visual/auditory aides inappropriate or distracting.
Interactivity of Communication (You have added your sources to your movie)					
	Resources abundant – an impressive variety and content depth of resources add significant value to user’s experience.		Resources adequate adding value to user’s experience.		Resources weak, missing or superfluous adding little to the user’s experience. No title slide with resources listed.