

## How can I increase student interest in reading?

**Learning Targets:** Read a book of choice with your group. Summarize the book to make it interesting to others. Create a book trailer based on the summary.

**Activity:** This is a project or authentic assessment that also can be a summative assessment. My students used a flip-camera to film book trailers. The trailers were broadcast on our school's closed circuit TV. The books were in high demand by students in other classes after the trailers were shown.



I organized my students into groups of 3, and each group chose a book to read. The class spent about two weeks reading the book at home and in class.

Once the reading was complete, each group was to create a book trailer to help “sell” the book to others in the class and in the school. I collected trailers from movies on the web and secured some book trailers from a couple of publishers. The students selected those trailers considered most engaging and then in groups explained what made the trailers more engaging.

The class as a whole viewed the “good” trailers again and in their groups listed the important characteristics that made each trailer “good.” Each group reported their results to the class, and the characteristics were listed on the board. Then, as a whole group, we created categories of characteristics and ranked them. These ranking were used to guide the creation of the stories each group wanted to tell and, ultimately, the creation of the trailer.

These are the steps we used to make the trailers.

1. Decide on the message to deliver to sell the book.
2. Create a storyboard. (We discussed sample storyboards as a class to ensure that students understood the concept.)
  - Each group presented its storyboard. Students evaluated peers' presentations using a rubric and made suggestions for improvement.
  - Storyboards were revised.
3. Rehearse the script based on the storyboard.
4. Film the trailer.

Each trailer was shown in class, and students provided feedback to peers using the rubric.

I evaluated each of the projects, as well, using the rubric.

All trailers aired on our school morning news program on different days. My students worked diligently as individuals and as part of a group.

**Assessment:** Provided below is the rubric used by the students and me to assess each student project.

<b>Book Trailer Rubric</b>			
	<b>1</b>	<b>3</b>	<b>5</b>
Message	It is difficult to determine the message.	There are a few lapses in focus, but the message is fairly clear.	The message describing the book was clear and focused
Images/Scenes	Little or no attempt to use images to create an appropriate tone to accompany the message of the book.	Images create a tone that matches some parts of the message of the book.	The scenes in the trailer create a distinct tone that matches the message of the book.
Pace	No attempt to match the pace of the storytelling to the story line or the audience.	Occasionally pace is too fast or too slowly for the story line. The pacing is relatively engaging for the audience.	The pace of the trailer fits the story line and helps the audience really "get into" the story.