Name:_____Book:_____

Story Book Commercial Project

In this project you will choose a story chapter book which you will read, take notes and design a commercial for. We are doing this project so that you can demonstrate your understanding of STORY ELEMENTS and so that everyone in this class can learn about new books that they might want to read.

Your book must be:

- A chapter book
- A story (so it could be non-fiction, as long as it is a story)
- New to you (you cannot have read it before)
- Challenging to you

Project Due: April 17th, 2017

Your commercial must include:

- Title and Author
- Genre
- Summary of the main events in the story (At least 5 important events)
- Description of the main character(s) and some information about other important characters
- Point of View in which the story is told: 1st, 2nd or 3rd person
- Setting: time and place
- Author's purpose or message
- Rating and Personal Response.

You can make your commerical using:

- iMovie
- Educreations Video
- Google Slides (must present to the class with speaker notes)

Title and Author Notes: What is the title of the book and who is the author?	Title and Author Script
Genre Notes: What type of fiction book is this?	Genre Script

Main Character Notes	Main Character Script
Other Character Notes	Other Character Script

Point of View Notes: Who is the narrator of the story? Is the story told in the 1st or 3rd person?	Point of View Script
Setting Notes: What is the time and place? How would you describe the time and place?	Setting Script

Summary of the Main Events: Use B-M-E or SWBST	Summary Script

Author's Purpose or Message Notes: What important lesson does the main character learn or what lesson did you learn from reading the book?	Author's Purpose Script
Personal Response Notes: Who would you recommend it for? What did you think of it? Out of 5 stars how many would you give? Why?	Personal Response Script

Book Commercial Self-Assessment

Did I...?	**Yes**	**Somewhat**	**Not at all**
Read my book commercial book			
Make a script			
Include the setting			
Include a summary of the story with at least 5 events			
Include information about the protagonist and supporting characters			
Include information about the protagonist's character traits			
Identify the genre			
Identify the point of view			
Describe the author's message or purpose			
Provide a personal response to the story			

Teacher Rubric

	Story Elements	**Summary of the Book**	**Personal Response**	**Commercial Presentation**
1	The student included very few story elements.	Few details about the parts of the story are included.	The student's personal response is too short.	The students commercial is sloppy or they didn't use a script to plan it.
2	The student included most story elements, with some details about each.	Some important events from the beginning, middle and end of the story are included but a few key ones may be missing.	The student has a somewhat thoughtful personal response.	The students commercial is somewhat edited, planned and like a commercial.
3	The students included some correct information about all story elements, including: setting, characters, traits, genre, point of view, and author's message.	The students summary included important events from the beginning, middle and end of the book or was written in the format or SWBST.	The students included a thoughtful personal response, including: their opinion on the story, ideas about who else would like it, and a rating.	The students commercial is edited, they used a script to plan it and they attempted to stylize it as a commercial.
4	The student included detailed information about all story elements.	The students summary is detailed and organized.	The student's personal response demonstrates deep thinking and introspection.	The students commercial is professional, polished and mirrors the style of a commercial.