

Book Trailer Guidelines

All entries must be created by the student(s). Submissions should reflect their original work and not simply feature students as actors or subjects.

Objective

To encourage the use of technology to create book trailers in a creative and purposeful way that capture an audience's attention and inspire interest in a selected book.

Book Trailer: A short promotional video for a book that uses techniques similar to those of movie trailers to entice audiences to read the book.

1. Projects must adhere to the General Contest Rules listed on the Texas Youth Creator Awards website.
2. Submissions are limited to one book trailer with a maximum length of three (3) minutes and a minimum length of one (1) minute.
3. Include book cover and author's name.
4. Entries should include at least three of the following: sound, graphics, animation, text, video, scripting.

Tip: Check for correct spelling and grammar.

5. Book trailers should be a creative teaser rather than a summary of the book.
6. Projects should aim to persuade audiences to want to read the book.
7. **Statement of Purpose:** Write a brief statement in which you explain the purpose, inspiration, and process behind your work. Share what you aimed to communicate and how you approached creating your piece.

"I made this ___ because ___..." ; "I used the tool(s) ___..." ; "I did best on the part where ___..."
8. If artificial intelligence (AI) tools were used at any stage of the project, disclose their use by including the following statement:

"I used AI tools for specific aspects of this project, including: (Please list specific examples, such as getting ideas, checking grammar, creating designs, etc.). All AI-generated content was created under my direct guidance and supervision. I made all final decisions myself, and the project shows my own ideas and work."

9. Projects must credit copyrighted materials/sources including images, music, video clips, text, and AI tools. No specific citation style is required, but credits must be clear and complete.

Include:

- Source name/title
- Origin (website, author, platform, etc.)
- Link (if available)

10. Entries submitted in a language other than English must include an English translation, transcript, or captions when applicable. This ensures that judges are able to fully understand and fairly evaluate the work.

11. **Submissions that cannot be viewed or opened due to permission restrictions or access issues will be disqualified.** To ensure submissions are accessible, it is strongly recommended that each project be tested by sharing it with individuals outside the submitting school or organization to ensure it can be accessed without issue.

By submitting an entry to the Texas Youth Creators Awards (TYCA), participants grant the Texas Library Association (TLA) and the TYCA Committee permission to share their work on the TYCA website, in online media, and in other promotional materials. Submitted projects may be used to showcase student creativity and promote the TYCA program.

Judging Criteria

Projects must be appropriate for school and public presentations. Entries will be judged on:

1. Content and Organization
2. Creativity and Originality
3. Technical Quality
4. List of Tools used - including AI tools if used
5. Statement of Purpose

See the rubric below for detailed judging criteria.

Texas Youth Creators Awards - Book Trailer Judging Rubric

Category	Excellent (4 pts)	Proficient (3 pts)	Developing (2 pts)	Needs Improvement (1 pt)
Content/ Organization	Clearly promotes the book and captures the essence of the story without revealing too much. Well-structured, with a logical flow that keeps the audience engaged. Well-paced, scenes and elements transition smoothly.	Promotes the book with relevant content but may slightly over-reveal the story; Some aspects could be clearer or more engaging. Has a clear structure; is mostly logical and easy to follow; has some minor issues with pacing; transitions could be smoother.	Somewhat promotes the book; vague; lacks clarity, focus, or appropriateness; reveals too much of the story. Shows some disorganization or pacing issues making some parts difficult to follow; transitions may be abrupt or the flow uneven.	Fails to promote the book effectively; too vague, irrelevant, or inappropriate. Provides a summary. Lacks organization; scenes appear disconnected or difficult to follow making it hard to understand or follow. *Not created by the student(s).
Creativity/ Originality	Demonstrates exceptional creativity and original thought; Effectively uses techniques (sound, graphics, animation, etc.) to engage the audience. Adheres to copyright rules, and any third-party content is clearly identified and attributed.	Shows creativity with some unique elements; mostly engaging; properly attributes copyrighted materials; some ideas may not be fully developed	Shows limited creativity or originality; techniques are present but not impactful; follows common formats without much innovation. Attribution is incomplete or unclear.	Lacks creativity or originality; limited or ineffective use of techniques; missing or incorrect attributions. *Not created by the student(s)
Technical Quality (Audio, Visuals, Lighting, Editing)	High-quality production values, including clear visuals, well-balanced audio, and polished editing. Titles and effects (if used) are well-integrated.	Mostly good technical quality, with minor issues in sound, lighting, or editing that don't significantly impact viewing.	Adequate quality but with noticeable technical issues in visuals, audio, or editing that distract from the experience.	Poor technical quality, with significant issues in sound, visuals, or editing that make the video difficult to watch; missing 1 or more required components; not in video format

Texas Youth Creators Awards - Book Trailer Judging Rubric

Category	Excellent (4 pts)	Proficient (3 pts)	Developing (2 pts)	Needs Improvement (1 pt)
Use of Tools & Materials	A well-documented list of tools and materials used is provided. The project effectively integrates technology or materials to enhance the final product.	The project includes a list of tools and materials with good use of available resources.	Tools and materials are listed, but integration could be improved.	Missing or incomplete list of tools and materials; weak integration into the project.
Citations	All copyrighted sources (images, music, video, text, AI tools) are credited with name/title, origin, and link (if available). Clear and easy to match to content.	Most sources credited; minor details missing for 1–2 items. Generally clear and match content.	Some materials credited but several incomplete or unclear; missing multiple required details.	Sources are not cited, or citations are largely absent.
Statement of Purpose	Clearly explains the purpose, inspiration, and creative process behind the work. Insightfully communicates the message and artistic approach.	Describes the intent and creative process with reasonable clarity; provides some insight into message or approach.	Provides a general explanation of the work, but lacks depth or clarity in purpose and process.	Incomplete, vague, or missing explanation of purpose and process; lacks reflection on creative choices.