

Tell-A-Tale Book Cover Rubric

Creativity	The cover does not depict the story.	Cover depicts the story.	Cover adequately exhibits originality and creativity and depicts the story.	Cover exhibits originality and creativity as well as vividly depicts the story.
Grammar, spelling and font choice	Three or more grammar or spelling mistakes and the font chosen does not compliment the illustration and text.	Two or more grammar or spelling mistakes, and the font slightly compliments the illustration and text.	One grammar or spelling error and font compliments the illustration and text.	There is no grammar or spelling mistakes and the font choice compliments the illustration.
Appearance	Cover is not organized, neat, or clear. Nor does the color choice and medium represent the story.	Cover is slightly organized, neat, and clear but, the color choice and medium do not represent the feel of the story.	Cover is organized, neat, and clear. While the color choice and medium adequately represent the feel of the story.	Cover is very well organized, neat, and clear. Color choice and medium work well representing the feel and mood of the story.
Cover	Title and illustration are poorly done or do not relate to the story.	Title and illustration are adequately done but do not relate to the story.	Title and illustration are well done and relate to the story.	Title and illustration on cover clearly relate to the story and entice readers to want to read the story.
Effort	The illustrator did not finish the cover.	The illustrator finished the cover, but it lacks finishing touches or could be improved upon with little effort.	The illustrator completed the cover in an above average manner, yet more could have been done.	The illustrator gave an effort far beyond expectations.
Points	1	2	3	4

