



## It List Book Promotional Flyer

*Instructions to Compete*

*Individual Event*

*Limit 1 entry per chapter*

### **Objective:**

The student will create a flyer advertising one of the current Tome Society It List nominees from the appropriate chapter level.

### **Anchor Standards:**

CCSS.ELA-Literacy.CCRA.R.2 Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.

CCSS.ELA-Literacy.CCRA.R.7 Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

CCSS.ELA-Literacy.CCRA.R.10 Read and comprehend complex literary and informational texts independently and proficiently

### **Method of creation:**

Any desktop publishing software. Finished product should be saved as a **.pdf file** and be the equivalent of 1 printed 8 ½” x 11” page. PDF file should be uploaded online and shared with [tometeam@tomesociety.org](mailto:tometeam@tomesociety.org) as a URL (Google Drive and Dropbox both have this capability) .

### **Product should include:**

1. Image of book cover
2. Book title
3. Author of book
4. Book Call Number
5. Short teaser description of book
6. Best audience for the book (i.e. guys, girls, anyone, etc.)
7. Rating out of 5 (can use any symbol - i.e. stars, thumbs up, hotdogs, etc.)
8. QR code to an online resource (i.e. review, blog, trailer, author website, etc.)
9. Any other artistic or promotional elements student wants to add for creativity
10. Perfect grammar and spelling

### **Submission limitations:**

Individual event. Each chapter is allowed to submit 1 entry.

### **Method of Submission:**

Advisers will submit entries through the online Fall Adviser Competition Adviser Entry form. Specific directions will be emailed to advisers closer to the submission date. Finished product should be saved as a **.pdf file** and be the equivalent of 1 printed 8 ½” x 11” page.

### **All entries must be submitted by:**

The Fall Competition deadline found at [tomesociety.org/competitions](http://tomesociety.org/competitions).





**It List Book Promotional Flyer**  
*Competition Rubric*

<b>ELEMENT</b>	<b>Exemplary</b>	<b>Proficient</b>	<b>Unsatisfactory</b>	<b>POINTS</b>
Content (10)	Flyer promotes a current It List or Jr It List title (10)		Flyer does not promote a current It List or Jr It List Title (0)	
Title (1)	Flyer includes the title of the book(1)		Flyer does not include the title of the book, or an incorrect title (0)	
Author (1)	Flyer includes the author of the book(1)		Flyer does not include the author's name or the name is spelled incorrectly (0)	
Cover (5)	Flyer includes an image of the cover of the book (5)		Flyer does not include an image of the cover of the book (0)	
Call Number (1)	Flyer includes the Call Number of the book appropriate for the student's library(1)		Flyer does not include the Call Number of the book, or an incorrect Call Number is provided (0)	
Audience (5)	Flyer suggests a group of people who would most enjoy this book, suggestion is accurate and clear with concise reasoning (5)	Flyer suggests a vague audience for this book (1-4)	Flyer does not suggest an audience for this book (0)	
Rating (2)	Flyer includes an image based rating for this book out of 5, rating symbols are clever and appropriate to the book.(2)	Flyer includes a generic rating system for the book out of 5, such as stars, or flyer only states the rating, but has no image included. (1)	Flyer does not include a rating for this book.(0)	
QR Code (1)	Flyer includes a working QR code linking viewers to an online resource for the book (book trailer, website, online review/summary, etc.) (1)		Flyer does not include a QR code or the QR code link is broken or the QR code does not link to an appropriate resource. (0)	
Grammar & Format (5)	The flyer is written with correct grammar and there are no spelling errors and is submitted in the correct format and dimensions. (5)	The flyer has a few errors in spelling, grammar, or other writing mechanics. And/or the flyer may not be submitted in the correct format or dimensions. (1-4 pts)	The flyer has several errors in spelling, grammar, or other writing mechanics. And/or the flyer was not submitted in the correct format or dimensions. (0)	
Creativity/ Visual Appeal (15)	Flyer is very visually appealing, neat, and creative (15)	Flyer lacks some organization or visual appeal (1-14pts)	Flyer does not reflect time or care in creation (0)	
Total Points Earned				____/45





## It List Book Promotional Flyer *Lesson Plan*

**Subject Area:** English/Language Arts

**Grade Level:** 4th-12th

**Time:** At least one class period to create the flyer and/or read as well as time outside of class as necessary

**Standards:**

CCSS.ELA-Literacy.CCRA.R.2 Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.

CCSS.ELA-Literacy.CCRA.R.7 Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

CCSS.ELA-Literacy.CCRA.R.10 Read and comprehend complex literary and informational texts independently and proficiently.

**Overview:** By applying visual learning techniques and reading comprehension, students will be able to better understand and describe central ideas or themes and summarize key ideas in a text as well as present these understandings.

**Preparation:**

- After reviewing the Tome Society It List, pick a book or allow students to choose which text they will be reading.
- Teachers and the SLMS will both need access to the Tome Society It List as well as numerous copies of the text chosen.
- Teachers and the SLMS will need to prepare keywords before introducing the lesson (keywords are in bold throughout the lesson below).

**Lesson:**

1. Begin by allowing students to choose a book off of the Tome Society It List or choose a book that everyone will read together.
2. Display to students the **Reading Schedule** in order for students to be on track and be able to start the flyer.
3. During the Reading Schedule, set up “**Book Chats**” for students that are reading the same book to discuss themes and central ideas of the text.
4. After the students have finished the book, the students will go to the library for a class period in order to begin working on their flyers.
5. Introduce the flyer assignment in the library by showing an **Example Flyer** (based on a book that is not on the It List). Give examples of ways that the flyer can be created as well as the logistical aspects of how to submit.
6. Show the students the different aspects of the flyer including the **Rubric**.
7. Allow students the rest of the class period to begin the initial work on their flyers and inform students to work on their flyers outside of class as necessary.
8. Optional: Have students present flyers to the class or print the flyers and hang in the classrooms.
9. Submit flyers to Tome Society Edmodo page for competition.

