



Tome Book Award Promotional Book Flyer Competition Instructions

Individual Spring Competition	One Entry Per Chapter Level
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Objective: Create a flyer advertising one of the books from your grade level's current Tome Book Award list.

Learning Targets:

- Student gains skills in graphic design planning & implementation
- Student demonstrates an understanding of literary elements such as theme and genre
- Student effectively communicates ideas concisely, improving their writing and persuasive skills.

Final Product Guidelines:

- Created in Canva, Adobe or a similar desktop publishing software.
- Must be saved as .jpg or .png file.
- Should be a one-page, printable, Letter-size document.
- **Must clearly be the student's own original work - NO AI ALLOWED.**
- All text should be excellently written with excellent grammar, spelling, & mechanics.
- Goal of graphic - to advertise the book in a way that makes other students want to read it.
- Graphic should include:
 - Image of the book cover
 - Title of the book
 - Author of the book
 - Genre of the book (i.e. fantasy, sci-fi, historical fiction, contemporary, etc.)
 - Suggested audience for the book (i.e. fans of Hunger Games, athletes, etc.)
 - Rate the book on a rating scale that relates to the book (i.e. 5 stars, baseballs, doughnuts, etc.)
 - Short description of the book to hook readers, no spoilers (approximately 25 words or less)

Tome Book Award Promotional Book Flyer Scoring Rubric

*Student should self-assess their work using the following scoring rubric before submission.
Failure to meet all rubric requirements will result in loss of points.*

Document is submitted as a .jpg or .png 5 pts		Document is not submitted as a .jpg or .png 0 pts	
Document is clearly the student's original work. 20 pts		Evidence suggests the work was created using AI or is not fully the student's original work. 0 pts	
Excellent grammar, spelling, & mechanics 20 pts	Good grammar, spelling, & mechanics 15 pts	Fair grammar, spelling, & mechanics 10 pts	Poor grammar, spelling, & mechanics 5 pts
Graphic is a printable, one full-page Letter-size, flyer. 5 pts		Graphic is not the correct format. 0 pts	
Book is a current Tome Book Award book for student's grade level. 10 pts		Book is not a current Tome Book Award book for student's grade level. 0 pts	
Flyer includes image of book cover 5 pts		Flyer does not include the book cover 0 pts	
Flyer includes the book title and author name 5 pts		Flyer does not include both the book title and author name 0 pts	
Flyer includes the correct genre of the book 5 pts		Flyer does not include the genre, or does not have the genre correct. 0 pts	
Flyer includes a suggested audience that is appropriate for the book. 5 pts		Flyer does not include a suggested audience, the audience is not appropriate, or the audience is too generic (i.e. everyone). 0 pts	
Flyer includes a rating for the book on a creative scale that relates to the book's theme. 5 pts		Flyer does not include a rating, or the rating scale does not relate to the book, or is too generic. 0 pts	
Flyer includes a brief description that hooks the audience. 10 pts	Flyer includes a description, but it could be more detailed or descriptive. 5 pts		Flyer does not include a description. 0 pts
Flyer is excellently designed 20 pts	Flyer is well designed 15 pts	Flyer is fairly designed 10 pts	Flyer is poorly designed 5 pts

Total Points Awarded: _____/115 pts