

Make a Movie Trailer Rubric

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Script/Storyboard	There is no planning documentation.	The planning documentation is incomplete or poorly developed. The documentation does not convey how the project will be created.	The planning document is complete and gives a general idea of how the project will be created.	The planning documentation is extremely thorough and conveys exactly how the project will be created.
Audio	The audio is either overpowering or way too soft. Environmental noise or secondary audio makes it almost impossible to hear the primary audio.	There are some environmental noises that distract the audience and/or the audio has inconsistent volume. The primary audio is somewhat difficult to hear.	There are no distracting environmental sounds, the audio is consistently the same volume. The primary audio can be easily heard. The project effectively mixes some different types of audio (speech, music, sound effects).	The project appropriately mixes different types of audio and has extreme clarity.
Editing	The project presents long video sequences with no obvious editing.	The video appears to be minimally or sloppily edited, there are awkward transitions between scenes. The project seems segmented with poor continuity.	The video is generally well-edited, but lacks some continuity and polish, and there are few or no awkward transitions between scenes.	The video has a professional appearance and the video is edited in a way that makes the project interesting. The project has good continuity.
Media Use	The video project uses only one form of media (images, audio, video, text).	The video uses more than one form of media, but demonstrates poor integration of the media. The choice of media is often inadequate or inappropriate.	The video uses multiple forms of media and the choice of media is often appropriate for the project. There is some integration of the various types of media.	Various forms of media are highly integrated and the choice of media strongly contributes to the overall work.
Content	The content lacks a central theme, clear point of view and logical sequence of information. Much of the supporting information in the video is irrelevant to the overall message. The viewer is unsure what the message is because there is little persuasive information and only one or two facts about the topic. Information is incomplete, out of date and/or incorrect.	The content does not present a clearly stated theme, is vague, and some of the supporting information does not seem to fit the main idea or appears as a disconnected series of scenes with no unifying main idea.	Information is presented as a connected theme with accurate, current supporting information that contributes to understanding the project's main idea.	The content includes a clear statement of purpose or theme and is creative, compelling and clearly written. A rich variety of supporting information in the video contributes to understanding the project's main idea. The project includes motivating questions and advanced organizers that provide the audience with a sense of the presentation's main idea. Events and messages are presented in a logical order.