

The Trailer Rubric

	Level 4 Demonstrated a very high understanding of concepts and thoroughly met expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Not completed
Knowledge and Understanding					
Uses material and equipment safely and correctly and assumes responsibilities for self and others	5	4	3	2.5	0
Appropriate subject and content	5	4	3	2.5	0
Sub-total:					
Thinking/Inquiry					
Thinks critically about the trailer and how it will entice the viewer to see the movie	5	4	3	2.5	0
All criteria met or exceeded	10	8	6	5	0
Sub-total:					
Communication					
The storyboard format is followed; video frame accurately depicts good composition, competed in pencil or black pen.	10	8	6	5	0
Emphasizes what high profile stars or directors are in the film	5	4	3	2.5	0
Theatrical voice-overs gets the viewers attention and explains info	5	4	3	2.5	0
Sub-total:					
Application					
Edited to eliminate unwanted footage and has smooth transitions	10	8	6	5	0
Includes a brief list of the main cast and production team in theatrical form and includes the green MPAA screen	5	4	3	2.5	0
Professionally shot (smooth, still shots, attention paid to lighting, location and angles)	10	8	6	5	0
Professionalism & quality of the final production	5	4	3	2.5	0
Sub-total:					
TOTAL:					/75

Below, please list the students in your group. Beside each name, put the percentage of work that this student has completed compared to the rest of the group. **A majority group vote for this percentage will be used.** The percentage will be calculated by taking the number of students in your group and by multiplying it by a 100. For example, This would give you 500 % to divide up among a group of 5 students. If each student did equal work they would each get 100% of the mark your group earned. If a student did less, give them under 100% of the mark the group earned. If a student did more they should get higher than 100% of the mark I give your group. If you have group discrepancies please see me.

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