A movie trailer usually has lots of quick shots with dialogue to build excitement and leave the audience on edge. Keep this tip in mind while planning, shooting and editing your video.

MSF Mock Movie Trailer rubric				
	4 point	3 points	2 points	1 point
Creativity	Topic of trailer is original and creative. Thought went into how to convey a science topic through an atypical genre. Trailer shows imagination.	Genre is creative but not carried consistently throughout trailer.	Genre is either commonly seen or portrayal of genre is inconsistent.	Trailer does not include original ideas, mimics a well known movie.
Content	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.	Information is presented as a connected theme with accurate,current supporting information that contributes to understanding the project's main idea.	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.	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 Information is incomplete, out of date and/or incorrect.
Audio	Music and other audio enhances the mood, quality, and understanding of the trailer.	Music and other audio provides supportive background to the trailer, but does not necessarily enhance the overall theme of the trailer.	Music and other audio provides somewhat distracting background to the trailer.	Music and other audio are incongruent with theme of the trailer and detract from the overall quality.

MSF Mock Movie Trailer rubric

	4 point	3 points	2 points	1 point
Editing	The video has a professional appearance and the video is edited in a way that is interesting. The trailer has good 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 appears to be minimally or sloppily edited, there are awkward transitions between scenes. The project seems segmented with poor continuity.	The project presents long video sequences with no obvious editing.
Titles & Text	Trailer includes titles which are easy to understand and convey the theme. Any additional text (optional) adds something special to the trailer, and does not detract from overall trailer.	Trailer includes titles which are easy to understand and convey the theme. Additional text (optional) lacks in a few places, but overall, does not greatly detract from the trailer.	Titles and text detract from trailer, as they add little to nothing to the overall trailer. They may be too long or poorly written and lack a clear connection to the science story.	Text is poorly composed or filled with errors.
Graphics (including film, still images, animations, drawings, etc.)	Graphics enhance meaning. Images are high resolution, eye-catching.	Graphics reinforce content and demonstrate functionality. Images are high resolution.	Graphics sometimes enhance the presentation. Images are medium resolution.	Graphics are unrelated to the story. Images are low resolution.
Time limit: 60 seconds, any trailer over 60 seconds will be disqualified.				