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
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 Information is incomplete, out of date and/or incorrect.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	Sound levels of voice, music, and effects are at consistent levels, well-balanced, and enhance the presentation. Music enhances the mood, quality, and understanding of the trailer.	Presentation is recorded in a quiet environment with minimal background noise. Sound levels are consistent and well-balanced. Music provides supportive background to the trailer.	Presentation is recorded in a semi-quiet environment with some background noises. Sound levels are occasionally inconsistent. Music provides somewhat distracting background to the trailer.	Presentation is recorded in a noisy environment with constant background noise. Sound levels are inconsistent and highly distracting. Can't hear the sound well.

	4 point	3 points	2 points	1 point

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	Titles and text add something special to the trailer, and do not detract from overall trailer.	Titles and text lack in a few places, but overall, they do 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	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.