

**Videography
Movie Trailer Rubric**

Name:

Category	Exceeds Expectations	Meets Expectations	Approaches Expectations
Title	Title is easy to read, on screen for an appropriate length of time and effectively communicates the story idea..	Title is easy to read, on screen for an appropriate length of time and communicates the story idea.	Title can be read and works for the video but needs to communicate the story idea better.
Story Idea	Appropriate story idea or concept; very interesting; creatively presented.	Appropriate story idea or concept; interesting; well presented.	Appropriate story idea or concept; presentation could be more effective.
Video-Story Connection	Clips tell a compelling story that connects to overall story idea.	Clips tell a story that connects to overall story idea.	Clips tell a disconnected story.
Video Quality	Video quality is excellent; uses creative, advanced filming techniques.	Video quality is good, with no shaking or distracting movements.	Video quality is good with little shaking or distracting movements.
Video Pacing	Pacing is excellent with no wasted time or shots.	Pacing is good with no wasted time or shots.	Pacing is good with little wasted time.
Transitions	Transitions are present between all clips needed, timed well, add flow to the video and focus viewer's attention.	Transitions are present between all clips, timed well, add to flow of video.	Transitions are presented between all clips but do not add to flow of video.
Sound Quality	Additional sounds/music add substantively to video; used creatively to enhance story.	Additional sounds/music add to video and enhance story.	Additional sounds/music distract from video and story.
End Credits	Present		Not Present

