Student _____   Due Date _____   Date Submitted _____

VIDEO
Movie Trailer
Assessment

Criteria	Excellent	Average	Poor
Storyboard/Planning (6)	**6-5** Professional storyboard with descriptions and times	**4-1** Sloppy storyboard	**0** No plan
Time Requirements (4)	**4** Meets requirements	**3-2** Just under designated time	**1-0** Over designated time or half as long as designated
Appropriate Content (6)	**6-5** Appropriate and relevant media used, audience knows enough, but not too much about movie	**4-2** Some media used may not be relevant or fit theme, may give away too much of plot/ending	**1-0** Not sure what movie is about
Audio/Levels (5)	**5-4** Appropriate audio levels throughout	**3-2** Incorrect fade levels, background music may be too loud to hear narration	**1-0** Audio levels are not consistent and audio captured is not quality—audio may jump
Quality (4)	**4** Good quality audio	**3-2** Quality could be slightly better	**1-0** Needs considerable improvement
Images/Video Quality (6)	**6-5** Good quality video and images	**4-2** Video may be too choppy or pixilated	**1-0** Needs considerable improvement to be marginally acceptable
Text Quality (4)	**4** Efficient use of text, easy to read, font type agrees with theme	**3-2** Choice of type font or color could be better, may be a little hard to read	**1-0** Little effort, distracting, poor choice of type font or color

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Criteria	Excellent	Average	Poor
Special Effects (5) Superimposing and video effects	**5-4** Smooth appropriate effects used	**3-2** Some effects not working properly or not smooth	**1-0** Effects may be inappropriate
Motion and Timing (5)	**5-4** Motion settings enhance video, brings attention to important text/images	**3-2** Moving objects may be too fast or slow	**1-0** Very fast or extremely slow motion settings, very distracting
Transition (3)	**3** Smooth appropriate effects used	**2** Some effects not working properly or not smooth	**1-0** Choppy or inappropriate
Creativity/Overall Impression (6)	**6-5** Original, creative, a must see movie	**4-2** Average appeal, may not entice attendance	**1-0** Idea "copied" from real example, may be hard to follow
File Management (3)	**3** All files and extensions showing	**2** No more than one file missing	**1-0** More than one file missing
Accuracy (5)	**5** 1 error remaining	**4-3** 2-3 errors remaining	**2-0** 4 or more errors remaining
Subtotal			

Total Points =

Other Requirements	
Use of camcorder or VCR-capture (**2**)	
Feedback – peer review (**5**)	
Subtotal	

Total Points =

Project Total =