

Movie Trailer Rubric

Names: _____

Writer

Cinematographer

Editor

TRAILER STRUCTURE: 30 POINTS	Needs Improvement		Developing		Proficient		RESPONSIBLE
Persuasiveness: The trailer's proposed story is understood, but never resolves anything so it teases the audience into wanting more.	0	6.5	7.5	8.5	9.5	10	W
Structure: Act 1 sets up the character and situation. Act 2 sets up a conflict or obstacle. Act 3 takes the viewer into the exhilaration of the <i>hinted</i> resolution.	0	6.5	7.5	8.5	9.5	10	W
Hallmarks: The project uses, remixes, and/or omits movie trailer techniques* to create a fresh tone that arrests the audience's interest.	0	6.5	7.5	8.5	9.5	10	W

*dissolves, fades, white flashes, slams, flutter-cuts, double exposures, speed adjustments, audio rises, audio drones, audio stings, turn lines, hits, buttons, & etc.

TECHNICAL CRAFT: 60 POINTS	Needs Improvement		Developing		Proficient		RESPONSIBLE
Framing & Composition: Headroom, look-room, and lead-room fit the narrative moment. The view of the subject(s) in respect to their background compliment the narrative purpose.	0	6.5	7.5	8.5	9.5	10	C
Shot Control: Shots are white balanced, properly exposed, steady, and smooth if panned, tilted, or zoomed.	0	6.5	7.5	8.5	9.5	10	C
Audio Control: External microphones record undistorted, clean dialogue, production audio, and foley.	0	6.5	7.5	8.5	9.5	10	C
Visual Editing: The trailer has a flowing motion with a sense that every editing decision plays off from the one that came before it, to propel the viewer through the experience of the film.	0	6.5	7.5	8.5	9.5	10	E
Audio Editing: Various audio layers immerse the audience. They smoothly enter and exit the edit without competing against each other. The overall mix doesn't peak above -6 db.	0	6.5	7.5	8.5	9.5	10	E
Final Polish: The colorization represents the scene's mood, the protagonist's state of mind, or juxtaposes one or the other (a bright colorization for a dark story) to amplify the story's meaning. Graphics work enhances the message.	0	6.5	7.5	8.5	9.5	10	E

PRODUCTION SCOPE: 10 POINTS	Needs Improvement	Developing		Proficient		RESPONSIBLE
Scope of Production: The trailer's scope isn't grander than its budgetary and locational constraints.	6.5	7.5	8.5	9.5	10	ALL

TOTAL: 35 POINTS	WRITER POINTS:		x	3	=	<u> </u> / 120 =	<u> </u> %	=	<u> </u>
	CINEMATOGRAPHER POINTS:		x	3	=	<u> </u> / 120 =	<u> </u> %	=	<u> </u>
	EDITOR POINTS:		x	3	=	<u> </u> / 120 =	<u> </u> %	=	<u> </u>

fraction of total points possible percentage letter grade