

## EDUC 514 Movie Trailer Rubric

Student:

	Exemplary	Proficient	Partially Proficient	Incomplete	Points Earned	Comments
<b>Project Proposal</b> 5 pts.	Project goal is clearly identified and thoroughly explained. California Content Standards listed. (5)	Project goal is identified and explained. California Content Standards listed. (3)	Project goal is identified and partially explained. California Content Standards listed. (2)	Project goal is not identified and/or explained. California Content Standards not fully listed. (1)		
<b>Audio</b> 5 pts.	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 video. Music is licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (5)	Presentation is recorded in a quiet environment with minimal background noise. Sound levels are consistent and well-balanced. Music provides supportive background to the commercial. Music is licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (3)	Presentation is recorded in a semi-quiet environment with some background noises. Sound levels are occasionally inconsistent. Music provides somewhat distracting background to the commercial. Music is licensed for noncommercial purposes (cc-by-sa) via Creative Commons.(2)	Presentation is recorded in a noisy environment with constant background noise. Sound levels are inconsistent and highly distracting. Music is distracting to presentation. Music is not licensed. (1)		
<b>Video Quality</b> 5 pts.	Graphics enhance meaning and follow the rules for quality graphic design. Images are high resolution, eye-catching, and licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (5)	Graphics reinforce content and demonstrate functionality. Images are high resolution, and licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (3)	Graphics sometimes enhance the presentation. Images are medium resolution, and licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (2)	Graphics are unrelated to the video. Images are low resolution. Images are not licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (1)		
<b>Editing</b> 5 pts.	The video maintains a consistent, brisk pace. Transitions are smooth. Effects are used sparingly. Video is 30-90 seconds in length. (5)	The video maintains a consistent pace. Transitions are smooth. Video is 25-120 seconds in length.(3)	The video loses momentum with gaps in audio or video. Transitions do not enhance the video. Video is 20-150 seconds in length. (2)	Transitions are abrupt and edits are distracting. The video has several gaps in audio or video. Video length is 15-180 seconds in length. (1)		
<b>Total Possible: 20 points</b>		<b>Total percentage: 0.0%</b>		<b>Total points earned: 0</b>		