iMovie Trailer Rubric

	4	3	2	1	Total
Purpose and Content	Clearly relates to the learning objective or illustrates a concept.	Relates to the learning objective or illustrates a concept.	Some relation to the learning objective or concept.	Does not relate to the learning objective or does not illustrate a concept.	
Storyboard Planning	Completed detailed storyboard with all of the following: statement of purpose, script, and storyboard of the video "clips".	Completed storyboard with all of the following: statement of purpose, script, and storyboard of the video "clips".	Completed storyboard with at least two of the following: statement of purpose, script, and storyboard of the video "clips".	Storyboard not completed.	
Titles, Transitions, and Effects	Titles and/or transitions enhance the video.	Titles and/or transitions do not detract from the video.	Attempts to use titles and/or transitions, but they detract from the video.	No titles or transitions exist.	
Use of Technology	Skilled operation of computer and program enhances presentation.	Satisfactory operation of computer and program during presentation.	Minimal operation of computer and program during presentation.	Incorrect operation of computer and program detracts from presentation.	
Mechanics	Presentation has no misspellings or grammatical errors.	Presentation has fewer than two misspellings and/or grammatical errors.	Presentation has three or more misspellings and/or grammatical errors.	Presentation has four or more misspellings and/or grammatical errors.	
Design	Video clips and photos are appropriate to the content and communicate the information at a high level. Clips are long enough to convey meaning but without being too lengthy.	Clips and photos communicate the content information in an effective manner. Some clips are either too long or too short to be meaningful.	Clips and photos barely communicate the information intended. Most clips are too long or too short and confuse the content.	The clips and photos interfere with the communication of the content. The clips do not make sense and are randomly placed.	
				Total Score	