Movie Trailer Scoring Sheet



Movie Title:

Members-

Concept- \_\_\_\_\_/50

Creativity- \_\_\_\_\_/50

Flow of Video- \_\_\_\_\_/50

Editing - \_\_\_\_\_/50

Product Placement/Voiceover- \_\_\_\_\_/50

Overall Score \_\_\_\_\_/50

What I’m looking for in each area

Absolutely nothing inappropriate will be accepted and will be reflected in your grade. Be tasteful with what you put in your trailer and if there is any question to whether or not its tasteful, ask me and I’ll let you know. Use your creativity and the principles you’ve learned over this semester to effectively market the release of your movie.

Concept-

I want to make sure your idea is original. I want to be able to tell you put thought into what you were doing and didn’t just throw something together. I want to see a well thought out, well organized and well rehearsed trailer. What is the point of your trailer? Can I tell what the movie will be about in the 2 minutes you give me to watch your trailer?

Creativity-

I want to see you put effort into thinking about how the video would be put together. Anyone can go in the hallway and video tape themselves goofing off, but I want to see the effort you put into making the trailer come out. I want to see you put thought into how the scenes would be filmed, the way the scene was filmed and what each scene is trying to show. Be clever with your use of voice over and product placement.

Flow of Video-

I don’t want to see a choppy video full of small, unrehearsed excerpts. I want to be able to tell what the movie is going to be about. There should be a build up to create excitement and the trailers rolls through. Does your use of music enhance the trailer? Do you scenes line up and provide insight to what the movie will be about?

Editing-

Again, I don’t want to see a choppy video. Your trailer should connect smoothly from one scene to the next. There should be some creativity in the way the final trailer is edited. No trailer just runs from start to end without some sort of creative editing. I realize we’re all amatures at film making, but I don’t want that to be an excuse for a poorly edited trailer.

Voiceover and Product Placement-

Most movie trailer have a voiceover to help narrate was is happening throughout the trailer. You’ll use a voiceover to help guide watcher through your trailer. Be clever, creative, funny, dramatic, whatever you think works for your project. You’ll also have to place a product in the trailer of your movie. You’ll be graded on how well you integrate your product placement into the trailer.

Wednesday- Trailer Research- use this day to see what you want your trailer to be like and brainstorm for your trailer.

Thursday- Start filming trailer- make sure you have everything you need to film (props, costumes, ect…)

Friday- Continue Filming

Monday- Finish Filming- start editing

Tuesday- Finish Editing