



MOVIE TRAILER SCORING GUIDE

All Contestants' #s _____

Group ID# _____

Trailer Book Title: _____

Requirements: Entrants will choose one book from the English Quest book list. Each student (or team of students) will prepare a video trailer of the chosen book. The trailer should be **at least three minutes in length, but no more than five minutes long**. The trailer must meet high school and/or school district standards and be a positive presentation of the subject. The trailer's purpose should be to interest the viewer in the book. The trailer must contain original footage and should not contain music from the motion picture soundtrack (when applicable).

Judging: Rate each of the criterion below on a 1 (lowest) to 5 (highest) scale. Tally the points for an overall score.

Criteria	1	2	3	4	5
Theme and/or Story	Minimally reflects book's theme or story in 3-5 minutes		Adequately reflects book's theme or story in 3-5 minutes		Superbly depicts book's theme or story and uses required length to full advantage
Setting	Adds little interest or believability of presentation		Is believable and visually interesting		Has been carefully selected to represent book's tone and overall aesthetic quality of clip
Cinematic Techniques	Very few angles, close-ups, or fades create story interest		Angles, close-ups, fades, and other techniques show skillful application		Book is successfully rendered by variety of techniques expertly executed
Music and/or Sound Effects	Detracts or adds little value to story or tone		Adequately used to establish tone, interest and coherence		Expertly selected to emphasize tone and develop story intrigue
Action and Characters	Acting is awkward & action's pace slow/confusing		Characters are well defined; acting is adequate and action moves story along		Characters are convincing & action/pace move smoothly/ impressively
Overall impression	Clip would not promote an interest in book		Creative; would promote some interest in book		Creative, original, and markets book very effectively

TOTAL SCORE _____