CATEGORY	4	3	2	1
Presentation (Persuasion)	The intro flows very smoothly. It captivates the attention of the audience. It compels the viewer to view the movie.	The intro flows smoothly and holds the attention of the audience. The viewer is left interested in the movie.	The intro flows reasonably but there are some transitions that need improvement in order for the viewer to be persuaded to view the movie.	The scenes in the intro are choppy and the transitions seem abrupt. The viewer may be left confused and not inclined to watch the movie.
Content (Storyline/plot)	Key scenes or themes from the movie have been creatively presented. These make the content of the movie clear to the viewer	There is one key scene or theme from the movie represented in the intro. This makes the viewer generally aware of the content of the movie.	An attempt has been made to depict some aspect of the movie, however the content of the movie has not been made clear to the viewer.	There is no scene in the intro that includes anything related to the plot of the movie.
Images *if included*	Images create a distinct atmosphere or tone that matches the different parts of the movie.	The images create an atmosphere or tone that match some parts of the movie	An attempt was made to use images that create an atmosphere or tone but it needs more work. The choice of images is logical.	Little or no attempt has been taken to use images to create an appropriate atmosphere or tone.
Voice Soundtrack *if included*	The voice track is clean and fully understandable. The pace fits the storyline. The viewer is always engaged.	The voice track is occasionally too fast/slow for the storyline. The pacing is relatively engaging for the viewer.	Tries to use pacing and rhythm but it is noticeable it does not fit the stroryline. The viewer is not consistently engaged.	No attempt to match the pace of the storytelling to the storyline. The viewer is not engaged.
Audio Soundtrack *if included*	The music stirs an emotional response that matches the storyline.	The music stirs and emotional response that somewhat matches the storyline.	The music is adequate and does not distract but not much was added to the story either.	The music is distracting or inappropriate.
Video Editing	Editing demonstrates a full working knowledge of the software. Many effects were incorporated and used effectively.	Editing demonstrates a good working knowledge of the software. Some effects were incorporated and used effectively.	Editing demonstrates a fair knowledge of the software. Limited special effects were incorporated into the intro.	Editing shows a lack of understanding of the software.

CATEGORY	4	3	2	1
Reflection (Audience)	Strong awareness of the audience in the design. Can clearly explain why they chose the vocabulary, audio, and graphics to fit the target audience.	An awareness of the audience in the design. Can explain why they chose the vocabulary, audio, and graphics to fit the target audience.	Some awareness of audience in the design. Some difficulty in explaining the choice of vocabulary, audio, and graphics for the target audience.	Limited awareness of the needs and interests of the target audience.