

## Unit 6: Market Failure: Externalities Movie Trailer

You have been hired to make a movie for teenagers to help understand the differences between negative and positive externalities. With your group, create a 45-60 second trailer for this movie that includes policy solutions. Decide your roles:

Videographer \_\_\_\_\_ Actor \_\_\_\_\_ Actor \_\_\_\_\_ Screenwriter (ALL) Director \_\_\_\_\_

- Trailer type selected and why:
- Title for your trailer:
- Characters in your trailer to personify negative externality vs. positive externality:
- Locations of Shots:

Look at these examples for previous groups [here](#).

### Rubric for Assessment - to be shown at the end of class on 12/2/21

Component	Description	Points	Pts. Earned
<b>Personification of Externality</b>	The trailer includes two characters which help explain the key differences between negative and positive externalities. These characters personify the market failures accurately.	4	
<b>Solution</b>	The definition of the externality and the solutions to the failure are included and correctly explained within the trailer.	4	
<b>Diagrams</b>	The diagrams of the positive and negative externality are correctly revealed during the trailer.	4	
<b>Plot</b>	The trailer has a plot which includes suspense and a series of cohesive events. The storyboard is cohesive, clever, and correctly explained through this plot.	4	
<b>Creativity</b>	The overall product is creative and includes action shots of characters with clever phrases and scenes.	4	

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TOTAL		20	
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