

Project4Evaluation

Project 4: Mosters	FAIL	WEAK	AVERAGE	GOOD	EXCEEDS
File Management/Setup (5%): final deliverables meet specs for output, 1000x1440, duration under 20s, H.264 compression; final folder named "lastname_p4__MotionPoster"	0	3	3.5	4.25	5
Animation Techniques (20%): utilizes static, dynamic, or filmic animation techniques; choreography of the movement, rotation, or scaling of text over time; demonstrates an understanding of the software; strong transitions and well paced; starts and ends in a manner that feels complete and not "cut off"; consideration of looping	0	13	15	17	20
Formal Design Qualities (25%): visual style; consideration of positive/negative forms within changing space; interaction of letters within frame edges; typographic choices, color, video; readability	0	15	18	21.5	25
Concept (25%): concept was well planned and implemented; successful communication of event information; content and ideas are presented in a unique and interesting manner; mood increases attention and engagement for event	0	15	18	21.5	25
Project Development (10%): process, prepared each class with the required work; demonstrated progress, growth, and dedication; process work fully completed	0	2.5	5	7.5	10
Participation/Rationale (5%): clear rationale of final design and how decisions connect with concept (2.5); participation in critiques and class discussion (2.5)	0	3	3.5	4.25	5
Animated GIF (5%): creation of animated GIF; looping; quality render with minimized file size	0	3	3.5	4.25	5
Final Submission (5%): required process work submitted to D2L: .aep file (.5), movie rendering (2), design board (2.5)	0	3	3.5	4.25	5

COMMENTS:

GRADE: _____

A	93–100
A–	90–92
B+	87–89
B	83–86
B–	80–82
C+	77–79
C	73–76
C–	70–72
D+	67–69
D	63–66
D–	60–62
F	<60