

Project1Evaluation

Project 1: Kinetic Typography	FAIL	WEAK	AVERAGE	GOOD	EXCEEDS
File Management/Setup (5%): final deliverables meet specs for output, aspect ratio, duration of 30–60s, H.264 compression; final folder named "lastname_p1_kineticType"	0	3	3.5	4.25	5
Animation Techniques (20%): choreography of the movement, rotation, or scaling of text over time; demonstrates an understanding of the software; strong transitions and well paced	0	13	15	17	20
Formal Design Qualities (20%): visual style; consideration of positive/negative forms within changing space; interaction of letters within frame edges; typographic choices, color; design must be primarily typographical	0	13	15	17	20
Concept (20%): concept was well planned and implemented; successful communication of message; content and ideas are presented in a unique and interesting manner throughout entire motion project	0	13	15	17	20
Audio (5%): strong selection and use of audio to create mood and narrative; time spent on selecting audio; not too loud or too quiet; starts and ends in a manner that feels complete and not "cut off"	0	3	3.5	4.25	5
Text/Audio Relationship (10%): text flows with audio in a way that supports the following of narrative; appropriate "keywords"; conceptual relationships	0	2.5	5	7.5	10
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/Final Presentation (5%): clear presentation of final design and how decisions connect with concept (2.5); participation in critiques (2.5)	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	2	3	4	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