

# Project1Evaluation

| Project 1: Kinetic Typography                                                                                                                                                                                                     | FAIL | WEAK | AVERAGE | GOOD | EXCEEDS |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|---------|------|---------|
| <b>File Management/Setup (5%):</b> 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       |
| <b>Animation Techniques (20%):</b> 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      |
| <b>Formal Design Qualities (20%):</b> 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      |
| <b>Concept (20%):</b> 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      |
| <b>Audio (5%):</b> 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       |
| <b>Text/Audio Relationship (10%):</b> text flows with audio in a way that supports the following of narrative; appropriate "keywords"; conceptual relationships                                                                   | 0    | 2.5  | 5       | 7.5  | 10      |
| <b>Project Development (10%):</b> process, prepared each class with the required work; demonstrated progress, growth, and dedication; process work fully completed                                                                | 0    | 2.5  | 5       | 7.5  | 10      |
| <b>Participation/Final Rationale (5%):</b> clear rationale of final design and how decisions connect with concept (2.5); participation in critiques D2L or ZOOM (2.5)                                                             | 0    | 3    | 3.5     | 4.25 | 5       |
| <b>Final Submission (5%):</b> 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    |