**Graphics and Animation Rubric**

Creativity/Originality (35 points)

What stands out about your reel or animated short? What makes it your own and unique to your production? Consider how your work grabs our attention.

The following ranges will be used when deciding points in the above section:

29-35 points - Decidedly Superior (meets best practices 80%-100 % of the time)

22-28 points - Above Average (meets best practices 60%-80 % of the time)

15-21 points - Average (meets best practices 40%-60% of the time)

8-14 points - Below Average (meets best practices 20%-40% of the time)

1-7 points - Decidedly Inferior (meets best practices 0%-20% of the time)

Relevance and Application to the Production (15 points)

How does the animation relate to the production that it is intended for? Does it enhance the production or distract from the purpose?

The following ranges will be used when deciding points in the above section:

13-15 points - Decidedly Superior (meets best practices 80%-100 % of the time)

10-12 points - Above Average (meets best practices 60%-80 % of the time)

7-9 points - Average (meets best practices 40%-60% of the time)

4-6 points - Below Average (meets best practices 20%-40% of the time)

1-3 points - Decidedly Inferior (meets best practices 0%-20% of the time)

Technical Merit (50 points)

* Animation & Key framing (is the movement effective) – *10 points*
* Design & Appearance (use of objects and colors) – *10 points*
* Organization & Arrangement – *10 points*
* Complexity – 20 points