

## Art IV/V Rubric Stop Motion Animation

Name: \_\_\_\_\_

	0-9 points	10-14 points	15-17 points	18-20 points	
Success as an advertisement	Finished video is offensive or irrelevant as an advertisement.	Finished video does not follow the clients' requests and expectations as an advertisement.	Finished video addresses some of clients requests, but disregards others.	Finished video meets and exceeds client expectations. Group worked with the client to reach an agreement to create a successful advertisement.	
Use of technology	Computer technology is not utilized.	Windows media maker is used to bare minimum extent to create video. Video is not saved in proper format.	Video utilized photoshop, audacity and other programs but without a high level of skill.	Group took initiative to learn and use several programs to create or edit their video. Technology programs are chosen for appropriate purposes and used with skill.	
Composition and aesthetics	No thought to composition is evident	Very little effort was put into creating effective composition.	Thought is put into either individual shot coposition or overall composition but not both.	Finished video is aesthetically pleasing and well crafted. Obvious care was taken to use composition in each shot and in the overall piece. Movement, variety, unity, and balance are utilized.	
Interest and Originality	Video is nonsensical, boring, or inappropriate.	Video is extremely simple or does not make sense in the context of an advertisement.	Advertisement is overly simple or does not hold the viewer's attention. Idea is recycled from existing videos.	Advertisement is clever and well thought out. It is obvious that the group brainstormed multiple solutions before choosing one. Video evokes a clear response.	
Craftsmanship and Effort	Video is sloppy and unfinished.	Video could use more refinement to make it seem finished	Video is clearly finished however there are issues with craftsmanship that keep it from seeming professional.	Video is very clean, skillfully completed, and professional. This is something you are proud to have on view on a public website!	

