


COMMERCIAL ART & ADVERTISING DESIGN
ART STANDARD 1000 ANIMATION EVALUATION RUBRIC

STUDENT _____

Criteria	ANIMATION CONTENT & COMPONENTS	APPLICATION OF ELEMENTS AND PRINCIPLES	TECHNIQUES USED EFFECTIVELY	APPLICATION OF SOFTWARE & TOOLS	WORK ETHIC
EXEMPLARY (4 points each)	Animation includes ALL of the required components	Applies a variety of concepts and techniques to create media with a high degree of effectiveness	Applies creativity to create media with a high degree of effectiveness	Demonstrates a thorough understanding of software and effectively uses tools to design & create media.	Completes & submits on time. File formats correct. Makes best individual effort.
COMPETENT (3 points each)	Animation includes MOST of the required components.	Applies concepts and techniques to create media with considerable effectiveness.	Applies creative concepts and techniques with considerable effectiveness.	Demonstrates considerable understanding of software and effectively uses tools to design and create media.	Two of three criteria met.
BASIC (2 points each)	Animation includes SOME of the required components.	Applies concepts and techniques to create media with considerable effectiveness.	Applies SOME concepts & techniques with effectiveness.	Demonstrates some understanding of software and uses some tools to design and create media.	Only one of three criteria met.
BELOW BASIC (1 point each)	Animation includes LITTLE or NONE of the required components.	Applies FEW concepts and techniques with limited effectiveness.	Applies FEW concepts and techniques with limited effectiveness.	Demonstrates a limited understanding of software. Very few tools are used effectively to design and create media..	No evidence criteria met.

Total: _____