

Animation Showcase Project Rubric

Team: _____

Category	0-2	3-4	5-6	7-8	9-10	Score:
Theme/Prompt: Animation's theme is clear and follows the Prompt	Point of the animation is unclear. Animation ignores prompt.	Some effort at consistent theme has been made, but the animation lacks direction.	Goal/Purpose is met, although this can be unclear at times.	Animation follows the prompt fairly closely, but may stray	Animation has a clear theme and embraces the intent of the prompt.	
Principles of Animation: Principles of Animation are utilized to emulate professional animation standards.	Animation is choppy, not smooth, missing frames, Principles of Animation appear to be ignored.	Parts of animation are sound, but minimal attention to Principles is evident.	Animation is basically sound but feels unfinished. Some effort towards applying Principles appears to be in place.	Animation flows reasonably well but may have minor issues. Adherence to Principles seems planned.	Animation is smooth, has good flow, and maintains consistent, effective adherence to Principles.	
Art/Visual Appeal: Animation is visually appealing. Effort has been made to make animation appropriate to the project. If music/sound are present, they are appropriate to the genre (and cited if necessary)	Low effort is apparent. Art and/or animation principles are missing from the project.	Some effort is apparent. Art is very low quality and may be distracting from the main project.	Effort is apparent. Visuals look cohesive. Quality is appropriate for a high school level course.	Strong effort is apparent. Art flows together and appears thoughtful, planned and appropriate to genre. Animation is generally visually pleasing.	High effort is apparent. Art is polished. Animation sets are smooth. Visuals are impressive for a high school level course.	
Effort: This project was an appropriate use of the team's time.	This animation feels rushed, last minute and seems as though minimal effort was put in.	The team should have put in more effort, but the project is reasonably passable.	The team spent an appropriate amount of time considering the scale of the project	The team put in a good amount of effort.	High degree of effort and cohesive teamwork is demonstrated.	
Craftsmanship: Animation is enjoyable to watch	Animation is not entertaining	Parts of the animation are fun, but overall experience is lacking	Animation was "ok"	Animation was enjoyable.	Animation was enjoyable enough that evaluator would share animation with others.	