

TV ADVERTISEMENT PROJECT RUBRIC

Digital Media I



Student's Name: _____

TV ADVERTISEMENT PROJECT

ANIMATION TECHNIQUES (30 pts.)

Speed (FPS) of animation is appropriate

Score / Possible

/ 10

Smooth vector animation is consistent for each layer (use of tween)

/ 20

PROJECT ATTRIBUTES (50 pts.)

Characters move on and off the stage as directed (cannot see cutoff images)

/ 8

High resolution images used

/ 8

Size of the project is 300 x 300 pixels

/ 8

Stage color has been changed

/ 8

Images are cut out properly with an added white stroke

/ 8

Alpha changed to create fade up and fade down as directed

/ 8

PROPER FILE MANAGING (20 pts.)

File was exported in the proper format (.mov)

/ 8

File was properly named (lastname + **firstname** + tvad)

/ 8

File was properly submitted electronically

/ 4

Notes:

/ 100