

**Grading Rubric for GoAnimate Videos, Eng 100P.Spring.2015**

<b>Criteria</b>	<b>Definitions</b>	<b>Range (5 point scale)</b>	<b>Score</b>
Does the video <b>Make Sense</b> ?	Is there a logical plot? Does the concept make sense / is clear? Does the story make sense?	Nearly always Mostly Somewhat Barely Never	
Is the <b>Timing</b> effective and consistent?	Correct actions, gestures, appropriate emotions Voice- character/ voice match up, sound effects, voice over/ narration, length of slides	Nearly always Mostly Sometimes Rarely Never	
Is the video <b>Creative</b> ?	Details, variety of characters/ backgrounds, style- how you express the idea	Engaging/exciting, Original Typical, expected Boring, uninspired	
Is the video <b>Organized</b> ?	Transition between scenes + shots, flows nicely, appropriate and variety of setting, lengths of slides	Throughout Mostly Sometimes Rarely Never	
Do you meet the needs/expectations of the <b>audience</b> ?	Provide content, scenarios, actions that they could understand and are appropriate Maintain their interest thru content, dialogue, action, and/or editing.	Throughout Mostly Sometimes Rarely Never	
Do you draw on your <b>research</b> to inform the content/design?	Use dialogue to communicate key ideas Use images/visuals to do so Use character interactions	Research clearly/creatively informs video Research (mostly) clearly present Research seems to or sometimes does Research does not seem to or very little Research is not present in any way	
<b>Wildcard</b> (Designer provides detailed description to the right)			
<b>Notes:</b>		<b>Total Score:</b> A=35-32, B=31-28, C=27-24, D=23-20, F=19-0 (score x 2.85)	