

Name: \_\_\_\_\_ Period: 1A 3A 5B 7B Date: \_\_\_\_\_

(Circle your Period)

# After Effects- 3D Virtual Photo Rubric

|                                                                                                                                                                               | <b>Minimal Performance</b><br>(1-4 points)                                                                                                                    | <b>Adequate Performance</b><br>(5-8 points)                                                                                                                                                         | <b>Exemplary Performance</b><br>(9-10 points)                                                                                                                                                                       | <b>Score</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Photoshop</b><br>(X2 "1-20pts")                                                                                                                                            | The images are sloppy, appears to be thrown together as an after-thought, and/or does not correlate with the theme or background.                             | The image generally correlates with the completed animation. Missing some elements such as painted clone stamping on the background to fill in where the top layers have been removed.              | The image is of exceptional aesthetic and artistic quality, and is clearly correlates with the finished animation. All layer and 3D elements are identified.                                                        | x2           |
| <b>Inclusion of Required Layers</b><br>(X2 "1-20pts")                                                                                                                         | The number of layers does not meet project goals, does not show 3 dimensions, and/or is sloppy overall.                                                       | The separated 3D layers adequately meet the objective. Includes at least 3 obvious layers including the Background.                                                                                 | The piece is clearly focused, with a rich variety of supporting layers, effects, and/or material. (4 or more)                                                                                                       | x2           |
| Must have obvious 3rd dimensional activity in the photo. 3 or more different layers including the background image. There must be obvious depth between the different layers. |                                                                                                                                                               |                                                                                                                                                                                                     |                                                                                                                                                                                                                     |              |
| <b>Overall Appeal</b><br>(X2 "1-20pts")                                                                                                                                       | The work does not present an effective general impression; the image ideas do not hold the viewers interest. The image from the tutorial was used.            | The work includes some interesting image ideas; the general impression is pleasant and moderately effective. Student used an image of their own creation.                                           | There is strong, interesting, and effective visual appeal; the work is designed to be enjoyed by the viewers. Much thought and effort are used with choosing and creating the 3D image.                             | x2           |
| <b>Creativity and uniqueness</b><br>(X2 "1-20pts")                                                                                                                            | There is little original thought or creativity in the design and production, resulting in what appears to be a simple piecing together of images.             | The work involves some original aspects animating various layers and backgrounds; it explores and includes at least two or more layers. Background image may use camera angle effect at some point. | The piece includes highly original, unusual, or imaginative animation ideas; it explores and includes at least three or more layers and background 3D movement. Sound effects, dialogue and/or Music is added.      | x2           |
| <b>Artisanship</b><br>(X1)                                                                                                                                                    | The piece gives no sense of a completed production idea; there is no clear beginning, middle, or end section; the form appears random, rather than organized. | Some element has been used to organize the project ideas and overall form, which are somewhat coherent.                                                                                             | The piece presents at least one complete production idea; the piece has a coherent and organized form with a clear beginning, middle, and end; musical elements are used to organize the production ideas and form. |              |
| <b>Appropriateness</b><br>(X1)                                                                                                                                                | The concept is not appropriate and acceptable for use in the class.                                                                                           | The image idea or concept presented is acceptable and somewhat fitting.                                                                                                                             | The image idea or concept presented is fitting and serves as an excellent example of the type of work expected.                                                                                                     |              |
| <b>Animation Duration</b><br>(x1)                                                                                                                                             | The duration of the piece is 5 or less seconds under the assigned requirement.                                                                                | The duration of the piece is exactly 10 seconds.                                                                                                                                                    | The duration of the piece is beyond the minimum 10 seconds required.                                                                                                                                                |              |
| Total Score:                                                                                                                                                                  |                                                                                                                                                               |                                                                                                                                                                                                     |                                                                                                                                                                                                                     |              |

## Point Deductions

File Named Correctly: 1A\_courseyd\_3DPhoto.mov & 1a\_lastnamei\_virtual3dphoto.psd

(-5 pts each)

Correct Format: QuickTime MOV (-8pts)

TIME: \_\_\_\_\_

Copyright violation – **10 pts** for each occurrence:

Total deduction- \_\_\_\_\_

Late submission **-5 points** for each A or B day of occurrence

Comments:

Final Assignment Grade: \_\_\_\_\_/100