

Motion Graphics Assignment Criteria

Adds up to 100 points total

/100% (total points)

required preproduction and files

/20 - .fla file

/20 - .swf file

/20 - newspaper clippings

/20 - 2+ story ideas

/20 - storyboards (simple)

/100% (total points)

text animation conceptual requirements

/20 - concept (poetic expression and mood set by style of animation + style appropriateness)

/20 - technique (clean execution and production quality)

/20 - visual quality (strong choice of typography, ability to make type look visual)

/20 - animation and timing (animation pacing is clear, not too fast, too slow)

/20 - story with beginning middle end (clearly doesn't appear 'unfinished' or like moving 'eye candy'; should see some sort of story within animation no matter how abstract!)

/100% (total points)

flash basic requirements met

/20 - newspaper clippings referenced (no unrelated text)

/20 - text only (no illustrations)

/20 - dimensions (468 x 60)

/20 - length appropriate to 30 seconds to 1 minute

/20 - vector (no bitmaps)