

Comprehensive Graphic Design: Vector Animation—Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.

Craig Kunce

Overview: For this project, you will expand on your storytelling, Illustrator, animation, and After Effects knowledge. This time, you'll create a 30–60-second video incorporating vector animation. You will design one 30–60-second vector animated marketing video for a real client. You'll use 1:1 square format (1080 x 1080 pixels), or HD 16:9 (1920 x 1080 pixels), 30 frames per second, Storyboard and comp in Illustrator and Photoshop, Animate in After Effects, render in Adobe Media Encoder, and participate in presentations and critiques.

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project:

Message (3–5 words):

Where and how will it be used?

Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/	Needs		Almost	
	Incomplete	Improvement	Client-Ready	Client-Ready
1. Digital Storyboard Storyboard all the scenes you plan to include in your video in Photoshop or Illustrator.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Presentations & Critiques —Professionally and influentially present your work				
• Presentation and Critique 1 - (One nearly complete storyboard in Photoshop or Illustrator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Presentation and Critique 2 - (At least half your video completed and rendered to a .mp4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Followed Instructions —Appropriate software & equip, specs, size, color mode, resolution, brand guidelines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production quality —is accurate, neat, clean, organized, and professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content —You included enough design elements to deliver your message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Design elements effectively deliver your message to the audience?				
Each element listed below should harmonize with the others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design Style (Fits all other design elements listed here)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography (Is also legible)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color (Is also harmonious)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos / art / video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout / flow / timing / transitions / motion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeatable design elements / brand assets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Brand Guidelines Page —Create a brand guidelines page using the template	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Final Project Presentation —Professionally and influentially present your work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Critique feedback from instructor and other students. How you can improve:

Reflection Questions

What are the three most important things you learned from this project?

- 1.
- 2.
- 3.

What three areas still need improvement?

- 1.
- 2.
- 3.

What three aspects of this project are you most proud of?

- 1.
- 2.
- 3.