Graphic Design & Marketing: Video–(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: Marketing videos are an excellent way to share your story with your customers. Marketing videos grab your viewer's attention and show them how to use a product, the benefits of a product, product introductions, and company values. For this project, you will design one 30–60-second marketing video and a secondary marketing piece 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/	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. Digital Storyboard Storyboard all the scenes you plan to include in your video in Photoshop or Illustrator.	○	○	○	○
2. Presentations & Critiques–Professionally and influentially present your work				
• Presentation and Critique 1 - (One nearly complete storyboard in Photoshop or Illustrator)	○	○	○	○
• Presentation and Critique 2 - (At least half your video completed and rendered to a .mp4)	○	○	○	○
3. Followed Instructions–Appropriate software & equip, specs, size, color mode, resolution, brand guidelines	○	○	○	○
Production quality–is accurate, neat, clean, organized, and professional	○	○	○	○
Content–You included enough design elements to deliver your message	○	○	○	○
4. Design elements effectively deliver your message to the audience?				
Each element listed below should harmonize with the others	○	○	○	○
Design Style (Fits all other design elements listed here)	○	○	○	○
Typography (Is also legible)	○	○	○	○
Color (Is also harmonious)	○	○	○	○
Photos / art / video	○	○	○	○
Sound	○	○	○	○
Layout / flow / timing / transitions / motion	○	○	○	○
Repeatable design elements / brand assets	○	○	○	○
5. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	○	○	○	○
6. Social Media Graphic or Poster–Create one depending on your client's needs	○	○	○	○
7. Final Project Presentation–Professionally and influentially present your work	○	○	○	○

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.