

Name: _____

Motion Graphics and Compositing in After Effects	Level One	Level Two	Level Three	Level Four
Thinking - Theme	10 11	12 13	14 15	16 18 20
Theme is consistent throughout the entire production				
Thinking - Media Conventions	10 11	12 13	14 15	16 18 20
Conventions of the chosen media are consistently followed				
Application - Compositing Techniques	10 11	12 13	14 15	16 18 20
Layers properly isolated, which may include any or all of the following: chroma key* , masking, clipping paths, alpha channels; Techniques extensively applied throughout the production				
Application - Composition and Coordination of Multiple Layers	10 11	12 13	14 15	16 18 20
All elements are purposely and effectively placed within the video frame; All elements are well coordinated to achieve the overall effect Judicious use of 2d space, 3d space or a combination thereof				
Application - Keyframing	10 11	12 13	14 15	16 18 20
Keyframes *effectively used to control the timing and parameters (* this includes use of easing)				
Application - Overall Impact	10 11	12 13	14 15	16 18 20
Content is engaging				

* **chroma key**: - talent is consistently integrated into the composition throughout the production, making appropriate use of available layers
 - background is consistently keyed out throughout the production
 - the integrity of the acting talent is not compromised throughout the production

Communication: Presentation	Level One	Level Two	Level Three	Level Four
<ul style="list-style-type: none"> • Who is your target audience and how did you target your audience? • Give an example of a production that you imitated. How was it similar? How was it different? • Explain how your vision of the production differed from your final production. • What kinds of adjustments did you make to have everything fit together. Discuss using examples 				
Communication	10 11	12 13	14 15	16 18 20
Discussion progresses systematically; Voice is clear, audible and well paced; Discussion is very persuasive				