

Technology Media Fair 2009

Animation

Definition:

The use of technology to create time sequence of series of graphic images or frames together to give the appearance of continuous movement. Projects should include motion with character design, layout, foreground, and background. Video compression should be applied as needed for optimal viewing. The entry must be accompanied by the appropriate software for viewing if the project is submitted in a format not viewable using standard district software. Projects must be no longer than seven (7) minutes in length.

Examples include frame animation (e.g. Claymation), dimensional animation (e.g. Flash), and video animation (e.g. 3D models in motion).

Judging Criteria:

Organization 15%

- Evidence of project organization, process, and planning.
- Appropriate billboard (title) and use of text.
- Project adheres to time constraints (under 7 minutes). Length of animation is appropriate to project's purpose and audience.

Technique 20%

- Perspective. Use of three-space by presenting flow of motion experienced in changing points-of-view and perspectives.
- Dimension. Subjects are multi-dimensional and rendered from various angles. Angles should purposefully change throughout the animation. Multiple backgrounds/layers and textures should be utilized.
- Flow. The animation is smooth and scenes have an established pace and continuity providing time to read text and enhancing the clarity of the story. The pace keeps viewers interested. It should tell the story or get the message across, summarize, and end.

Audio Editing 20%

- Clearness of sound.
- Creative/appropriate sound effects, narration, background music, etc.
- Appropriate use of silence.
- Audio enhances mood/pacing.

Scenes 20%

- Scenes show no slack time.
- Varied Composition (rule of thirds).
- Suitable transitions for smooth flow from one scene to the next.

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Creative Content 15%

- Content related to the storyline.
- Evidence of imagination, creativity, or new thought.
- Work is student created and original.
- Mechanics (spelling, grammar, etc.).
- Definite purpose and audience.
- Appropriate number of still images and titles used (no more than 20%).

Explanation 10%

- Proper grammar and spelling.
- Includes reason for project.
- Includes explanation of technical details.
- All works are properly credited.
- All sources are properly cited.

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