BUSINESS
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Today's students.
Tomorrow's business professionals.

Computer Animation Team (S) (440)

Judge Number _____   **Team Number** _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	☐ Yes (*Disqualification*)	☐ No
If yes, please stop scoring and provide a brief reason for the *disqualification* below:		
Team used 3D animation software	☐ Yes	☐ No (*Disqualification*)
If no, please stop scoring and provide a brief reason for the *disqualification* below:		
Team followed topic and time limit (*2 minutes max*)	☐ Yes	☐ No (*Disqualification*)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format, • Team Entry Form (must be keyed but does *not* have to be signed for pre-submission) Works Cited, AND Release Form(s) (must be keyed but does *not* have to be signed for pre-submission) in one combined PDF file ***All points or none are awarded by the technical judge.***				10	
Complexity/Craftsmanship					
Innovative use of technology/advanced techniques employed	1-5	6-10	11-15	16-20	
Animation is fluid, natural, and/or supports theme	1-5	6-10	11-15	16-20	
Attention to detail was evident in modeling techniques	1-5	6-10	11-15	16-20	
Attention to detail was evident in animation techniques	1-5	6-10	11-15	16-20	
Camera angles, timing, transitions, and techniques support project goals and increase entertainment value	1-5	6-10	11-15	16-20	
Total Complexity/Craftsmanship (100 points maximum)					
Animation					
Squash and Stretch - Illusion of weight and volume is given to the animation as it moves (i.e. tennis ball compressing when hit)	1-5	6-10	11-15	16-20	
Anticipation - Movement prepares the audience for major actions the animation is about to perform	1-5	6-10	11-15	16-20	
Staging - Actions clearly communicate to the audience the attitude, mood, reaction or idea of the animation as it relates to the topic, providing continuity	1-5	6-10	11-15	16-20	
Slow-Out and Slow-In Techniques - Used to simulate natural movements (i.e. fluid motion)	1-5	6-10	11-15	16-20	
Secondary Action(s) - Used to add dimension to the animation	1-5	6-10	11-15	16-20	
Total Animation (100 points maximum)					

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Judge Number _____   Team Number _____

Technical Scoring Rubric *(Continued)*					
Items to Evaluate	**Below Average**	**Average**	**Good**	**Excellent**	**Points Awarded**
Composition					
Execution of Plan: Concept Art/Storyboard/Script/Goals established for animation	1-5	6-10	11-15	16-20	
Artistic Layout/Design Principles: Aesthetic, consistent use of colors and fonts and layout	1-5	6-10	11-15	16-20	
Clarity of Message: Message is attention-grabbing, compelling and/or entertaining Message has a beginning, middle, and an ending and was developed according to topic	1-5	6-10	11-15	16-20	
Entertainment Value: Animation is memorable, entertaining, and/or fulfills goals Media elements support and/or enhance message	1-5	6-10	11-15	16-20	
Grammar, Spelling, Punctuation, and Usage: Content without errors/No copyright violations	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
Total Composition (100 points maximum)					
Creativity					
Animation is original Fresh ideas, innovative, unique	1-5	6-10	11-15	16-20	
Animation effectively fulfills project goals	1-5	6-10	11-15	16-20	
WOW factor! Animation exceeds expectations	1-5	6-10	11-15	16-20	
Animation is visually appealing, engaging, inspirational	1-5	6-10	11-15	16-20	
Animation is memorable and has "personality"	1-5	6-10	11-15	16-20	
Total Creativity (100 points maximum)					
TOTAL TECHNICAL POINTS (410 points maximum)					