CSMF Rubric - ANIMATION

	Technical Expertise: Visuals, motion, timing, sound synchronization, digital/traditional animation techniques	**Content (Story/Concept):** How effectively the animation conveys a narrative or theme through motion and visual elements)	**Creative/Innovative:** Originality in animation style, use of techniques, and storytelling through motion)	**Media Literacy:** Understanding and ethical use of animation tools, proper citation, and critical reflection on the social and ethical impact of the project; use of AI is OK if cited. **LINK TO CITATION TIPS**
9-10	**Digital**: Masterful digital animation techniques (e.g., imagery, effective transitions, well done effects), precise timing and motion, Synchronized Sound. **Traditional**: Hand-drawn, stop-motion, or frame-by-frame animation; effective motion throughout.	The story or concept is clear, engaging, and emotionally or intellectually impactful. The animation supports and enhances the narrative, making it compelling.	Project shows highly creative use of animation techniques. The project explores new forms, blends styles, or uses animation in a way that feels fresh and unique. Bold experimentation with motion, style, and visual storytelling.	Project shows strong understanding of media literacy and ethics in animation. Original student work is cited. Proper citation of all assets (e.g., people, sound, stock, models, technology tools such as AI) and process documentation are included.
7-8	**Digital:** Strong technical execution with minor issues in imagery, timing or transitions; good sound synchronization. **Traditional:** Strong traditional techniques, but with small inconsistencies in imagery, sound, motion or timing.	The story is clear and engaging. The animation effectively supports the narrative.	Project shows creative use of animation techniques, though still within more familiar styles. Some experimentation with animation forms and motion.	Project shows good understanding of media literacy and ethical practices in animation. Most assets (including technology tools such as AI) and processes are cited and documented.
5-6	**Digital**: Adequate technical skills, but noticeable flaws in imagery, motion, timing, or sound synchronization detract from the animation. **Traditional**: Consistent but basic execution of traditional techniques, with some choppiness in frame rates or minor timing issues.	The concept or story is present, but the animation does not significantly enhance the narrative. The project lacks emotional depth or intellectual engagement.	Project shows creative effort, but the animation techniques are conventional. Limited experimentation or innovation in motion, timing, or style.	Project shows basic understanding of media literacy and ethical use. Some missing or incomplete citations and processing documentation.
3-4	**Digital:** Significant technical issues in imagery, motion or timing (e.g., choppy animation, poorly timed transitions); weak sound synchronization. **Traditional**: Noticeable issues with imagery, frame rate or motion that disrupt the flow of the animation.	The story or concept is unclear or underdeveloped. The animation feels disconnected from the narrative, lacking cohesion or engagement.	Project shows little creativity or innovation. The project feels conventional and rushed, with limited thought given to style or motion in conveying the story.	Project shows limited understanding of media literacy and ethical use. Few citations or other documentation present.
1-2	**Digital:** Major technical issues make the animation difficult to watch (e.g., poor imagery, poor transitions, erratic motion, or lack of synchronization). **Traditional:**Inconsistent motion and significant timing issues.	No clear story or concept. The animation feels unfinished, and the narrative is not enhanced by the motion.	Project shows no creativity or originality. The animation feels like a direct imitation or lacks any personal input or experimentation with style or technique.	Project shows no understanding of media literacy or ethical use. No citations or other documentation present.

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