

## ***Frankenstein* Animoto Project Rubric**

**Task Description:** You will use a video maker (Animoto) to create the story line for *Frankenstein*. In creating the video, insert captions and explanations as needed so that your audience will better understand what is happening across the course of your video. There are not a required number of screens or frames to use; however, your video should be no less than two and a half minutes in length.

ACTIVITY	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Concept	<p>4 points</p> <p>Has a clear picture of what they are trying to achieve. Adequate description of what they are trying to do and generally how his/her work will contribute to the final project.</p>	<p>3 points</p> <p>Has a fairly clear picture of what they are trying to achieve. Can describe what they are trying to do overall but has trouble describing how his/her work will contribute to the final project.</p>	<p>2 points</p> <p>Has brainstormed their concept, but no clear focus has emerged. Goals/final product not clearly defined.</p>	<p>1 point</p> <p>Little effort has been spent on brainstorming and refining a concept. Unclear on the goals and how the project objectives will be met.</p>	
Script/ Storyboard	<p>4 points</p> <p>The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, special effects, sound and title tracks incl: text, color, placement, graphics, etc. Notes about proposed dialogue/ narration text are included.</p>	<p>3 points</p> <p>The storyboard includes thumbnail sketches of each video scene and includes text for each segment of the presentation, descriptions of background audio for each scene, and notes about proposed shots and dialogue.</p>	<p>2 points</p> <p>The thumbnail sketches on the storyboard are not in logical sequence and do not provide complete descriptions of the video scenes, audio background, or notes about the dialogue.</p>	<p>1 point</p> <p>There is no evidence of a storyboard or script.</p>	
Content/ Organization	<p>4 points</p> <p>The content includes a clear statement of purpose or theme and is creative, compelling and clearly written. A rich variety of supporting information in the video contributes to the understanding of the project's main idea. Events and messages are presented in a logical order.</p>	<p>3 points</p> <p>Information is presented as a connected theme with accurate, current supporting information that contributes to understanding the project's main idea. Details are logical and persuasive information is effectively used. The content includes a clear point of view with a progression of ideas and supporting information.</p>	<p>2 points</p> <p>The content does not present a clearly stated theme, is vague, and some of the supporting information does not seem to fit the main idea or appears as a disconnected series of scenes with no unifying main idea. Includes few facts.</p>	<p>1 points</p> <p>Content lacks a central theme, clear point of view and logical sequence of information. Much of the supporting information is irrelevant to the overall message. The viewer is unsure what the message is because there is little persuasive information and only one or two facts about the topic are articulated. Information is incorrect, out of date, or incomplete.</p>	

Quality	4 points Video was completed and had all required elements. It was well edited and moves smoothly from scene to scene with proper use of transitions. Audio and other enhancements were well used.	3 points Video was completed and contained all required items. Editing was not done as well as it should have been. Audio and other enhancements were utilized, but not for maximum effect.	2 points Video was made, but had very little if any editing. It was very fragmented and choppy with little to no audio reinforcement.	1 points The video lacked the required elements and had no transitions or audio support of any kind.	
Time Requirement	4 points Video met the requirement two and a half minutes.	3 points Video was over two minutes but did not meet the two and half minute mark.	2 points Video was less than two minutes.	1 point Video was less than a minute.	
Final Score					

### **SCORING SCALE**

**4 = 100% (40 POINTS)**

**3 = 75% (30 POINTS)**

**2 = 50% (20 POINTS)**

**1 = 25% (10 POINTS)**

**TOTAL WORTH: EACH OF THE FIVE AREAS IS WORTH 40 POINTS; THUS, 40 X 5 = 200 POINTS TOTAL**