



Animation Criteria 2007-2008

Definition

Animation refers to the use of technology to create time sequence or a 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. To be acceptable, files must be submitted in .avi, .mpg, .mov, formats. Projects must be no more than seven (7) minutes in length. The script and storyboard must be submitted. Students in grades K-2, 3-5, 6-8, and 9-12 are eligible to enter the Animation category.

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 Organization
- Appropriate script or storyboard
- Appropriate billboard
- Project adheres to time constraints

Camera Technique 20%

- Focus
- Variety of camera angles
- Steadiness of shots
- Varied composition (rule of thirds)

Audio Editing 20%

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

Video Editing 20%

- Clips show no slack time
- Suitable transitions for smooth flow from one scene to the next
- Pacing keeps viewers interested

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%)

Credits/Work Cited 10%

- All works are properly credited
- All sources are properly cited

Judging Criteria Explanation – Animation

Organization:

Appropriate script or storyboard

The project must be accompanied by a hard copy of the script or storyboard used in preparation for the project. The script must be of appropriate length and content for the project for points to be awarded.

Appropriate billboard

The project must include a billboard video clip preceding the video. It must include the following: video title, district, school, competition category, student's name, length of video, and student grade level. The billboard must be present and correct for points to be awarded.

Camera Technique:

Focus

Subjects in the video should be crisp and clear. Blurry or fuzzy subjects will indicate that focus is not correct and points will be deducted. There may be times when the video will require subjects to be out of focus; however, it must be evident to the viewer while the video is being viewed that it was intended so that points will not be deducted.

Variety of camera angles

Videos should have many different camera angles. The camera should definitely not stay in one place for the entire video except under special circumstances. Students can use high angle (bird's eye view), low angle (worm's eye view), extreme close up, close up, head and shoulders, torso, full shot, two-shot (two people in viewer), three-shot (three people in viewer), over the shoulder, etc. The angles should purposefully change throughout the video.

Steadiness of shots

Video should be steady (camera on a tripod) throughout the video. There may be times when the video will not be steady; however, it must be clear to the viewer why it is not steady (ex. during a staged earthquake, on a boat, etc.)

Varied composition (rule of thirds)

Videos must have a balance of foreground, background, and subject.

Audio Editing:

Clearness of sound

Sounds should be crisp and clear. Points will be deducted for sounds that are not purposefully muffled, distorted, etc. If sounds are purposefully made unclear it should be evident to the viewer that it was intentionally done.

Creative/appropriate use of sound effects, narration, background music, etc.

All sounds should be correct in their timing, sound level, placement, and selection.

Appropriate use of silence

Silence is used in appropriate areas and kept to a minimum. "Dead space" or no sound should only be used for special effects. Awkward pauses and lapses in sound will have points deducted unless it is clear to the viewer that they were used for a specific effect.

Audio enhances mood/pacing

Sounds included in the video add to the mood that the video is trying to set. Sad videos should have sad sounds. Happy videos should have happy sounds. Sounds should keep the video's mood and keep it moving along.

Video Editing:

Clips show no slack time

There should be no awkward pauses within and in between video clips. The pace of the video should keep moving right along. Points will be deducted for awkward pauses within and in between video clips.

Suitable transitions for smooth flow from one scene to the next

Transitions should be included in-between scenes and for titles. Transitions should not be used during "rapid-fire" dialogue. Video should not be choppy and awkward.

Pacing keeps viewers interested

The video should not drag on. The video should always keep the viewer interested. It should tell the story or get the message across, summarize, and end.

Content/Creativity:

Content related to the storyline

Everything in the video should be related to the storyline.

Evidence of imagination, creativity, or thoughtfulness

The video should present the information in an interesting and imaginative way. It should be apparent that considerable time was devoted to thinking of a different way to present the information.

Work is student created and original

Work is not copied and pasted or taken from someone outside the project group. The more work that is originally created the more points that will be awarded.

Mechanics (spelling, grammar, etc.)

The project's spelling and grammar should have very few mistakes. Points will be deducted based on a rough percentage basis.

Definite purpose and audience

The purpose and target audience (grade level) of the video must appear in the video after the billboard. Points will be awarded if purpose and audience are present and appropriate for the video.

Appropriate number of still images and titles (no more than 20% of total video time)

The video billboard is not included in this time. The video may not have more than 20% still images and titles or points will be deducted.

Credits/Works Cited:

All work properly cited

All work included in the video must be cited. This includes but is not limited to: still pictures, still picture editing, videography, video editing, sound creation, sound editing, etc. All software and hardware used during the creation of the video and work for the video must also be cited here (ex. video edited by student's name using iMovie, sound created and edited by student's name using Sound Companion, video recorded by student's name using a Canon ZR10 digital video camera, etc.) **ANY WORK NOT CITED HERE WILL NOT BE CREDITED TO THE STUDENT.** Judges will assume that the work was created by someone outside the group. Points will be deducted in this indicator as well as the "Copyright laws followed" indicator. Points will be deducted in the copyright laws indicator due to the judge giving credit to someone

outside the group without proper paperwork being submitted. Please be extremely thorough when creating and proofreading the “Credits/Works Cited” section.

All sources properly cited

The sources of the information contained in the project must be cited in the works cited section. If information was not taken from a source (it came from the group’s knowledge and understanding base) then it must be indicated in this section of the video. If the source information is not cited, points will be deducted.

Copyright laws followed

This applies to any work that is used outside the Fair Use Act. Any work that is created by someone outside the group must have paperwork indicating that permission has been given by the creator to the group to use it in their project. The paperwork must accompany the project for credit to be given.