

Kinetic Typography Rubric

name _____

4	3	2	1	
Time Management - Student used all available time to work on their project and were never off task	Student may have had one significant moment of being off task	Student may have had two or three significant moments of being off task	Student was frequently off task and often had to be redirected	
Video Completion – Video runs at least 45 seconds long and all portions appear to be fully developed	Video runs at least 45 second but is not fully developed in its later portions	Video runs under 35 seconds	Video runs under 25 seconds	
Audio Clip – Student used audio clip of at least two characters in conversation from an animated movie or short	Audio contained at least two characters in conversation, but is not from an animated source	Audio clip is not from an animated source and does not contain at least two characters in conversation		
Typography – Student effectively uses typography to communicate the audio of their video. Elements of shape and color can be clearly and easily linked to the sound.	Student demonstrates a moderate use matching the look and feel of the typography and color to the tone of the audio clip	The look of the typography is extremely different from the tone of the audio. Elements of color and shape may be completely off target.		
Easy Ease – Programmed techniques of “easy ease” were clearly used in much of the production of their video.	Student has incorporated a minimal use of “easy ease” into their project		No use of “easy ease” detected in the video	
Graphic Element – Student incorporated at least one original and complex graphic element created in Illustrator.	One singular graphic element of simple, one color design created in Illustrator.	Graphic element originated from Photoshop, etc. and not from Illustrator	No graphic element	
Design – Video displays innovative design using elements of contrast, tension, and organization	Video design uses elements of contrast, tension and organization in much of the video, while some portions fall short.	Half of the video demonstrates successful design, while the other half is simple and uninspired	Video design repeats itself and appears monotonous	

