**City Adult Learning Centre – EdVance**

**Rozen - TGJ 3M1 – Comm Tech Grade 11**

**Quad 3 – 2014-15 Unit 4 – Assignment 2**

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| Learning Goals  Students will learn to create a storyboard for planning animation as well as properly layering to export AI files into After Effects. |
| Task  Create an animation of your first and last name in After Effects. You will need to show planning for this project using a storyboard. You will also need to create the name in an AI file and Export the layers in After Effects. |
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| Requirements/Technical  Storyboard template, A file with your first and last name in an appropriate colour and font using AI, a composition in AE.  Your project must include minimum of 2 layers with at least 3 different “transforms”. The length should be exactly 7 seconds long. |
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| Success Criteria  Success will be evident when the student is able to present a motion graphic of their first and last name, with an associated storyboard that resembles the final product. |
| Evaluation for Storyboard:  Correct timing noted (10 seconds) 5 marks  Transforms clear with arrows and words 5 marks  Communicated idea clearly with pictures 5 marks  Evaluation |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | Level 4 | Level 3 | Level 2 | Level 1 | | K/U | Student used layers and transforms to create a controlled piece which went beyond simple transforms and investigated other tools. | Student used layers and transforms to create a controlled piece which animated both names successfully meeting the technical requirements. | Student used some layers and some transforms to create a piece which was somewhat controlled and intentional. | Student used limited layers and transforms to create a piece which was not particularly controlled and cohesive. | | T/I | Students very thoughtfully planned animation and adjusted accordingly, improving flow and ideas as the project became live. | Students thoughtfully planned animation and adjusted flow and ideas as the project became live. | Students somewhat planned animation and made few needed adjustments as project became live. | Students were limited in their planning which was obvious in the final product. | | Comm | The animation is clear and easy to read, beginning and ending with purpose and great timing. Easy to follow. | The animation is clear and easy to read, with good beginning and ending. | The animation somewhat clear and legible, with some thought to the beginning and end as well as timing. | The animation is limited in it’s ability to communicate the name in the time allotted in a clear and concise way. | | App | Student used graphic software with high degree of skill and the project flowed very well. | Student used graphic software with good degree of skill and the project flowed well. | Student used graphic software with some degree of skill and the project flowed satisfactorily. | Student used graphic software with low degree of skill and the project did not flow. | |