

## 3<sup>rd</sup> Level Review Rubric

### Digital Imaging

The 3<sup>rd</sup> Level Review is the opportunity for you, the animation student at AIM, to show your work and receive feedback on your progress early on in your academic career.

You will have five (5) minutes to present your work in either DVD or Web Site form, after which you will have ten (10) minutes to hear feedback on your work and answer questions from the panel of animation instructors. You will be cut off after 15 minutes total.

You will be evaluated based on the rubric below, with the emphasis placed on your ability to grow and improve in your time spent in the program. You should place your best work in the review, but also some examples of how you have improved over the previous quarters. You may arrange it any way that you like, but for clarity you may find it useful to organize chronologically from earliest to latest works.

You will also be evaluated on your professionalism. This includes your ability to present yourself confidently, clearly and respectfully, you should dress “business casual”, be well-rehearsed with your presentation and familiar with the technology.

#### ***The 3<sup>rd</sup> Level Review Rubric:***

A	B	C	D	F
<b>Traditional –</b>				
<ul style="list-style-type: none"> <li>• The artist shows accurate proportions, accurate anatomy, and good line quality, renders details, and shows ability above average.</li> </ul>	<ul style="list-style-type: none"> <li>• The artist rises above the previous level of accomplishment in quantity and quality.</li> </ul>	<ul style="list-style-type: none"> <li>• 1 page gesture life drawing.</li> <li>• 2 pages character design.</li> <li>• 1 page street gesture.</li> <li>• 1 page animal gesture.</li> <li>• 2 pages motion studies.</li> <li>• 1 page cityscape.</li> <li>• 1 full color illustration.</li> <li>• The artist shows proportions and anatomy accurately sometimes, renders some details, shows potential, and average ability.</li> </ul>	<ul style="list-style-type: none"> <li>• Missing many of the requested types of drawings.</li> <li>• Majority of portfolio shows drawings based on photographs.</li> <li>• Majority of portfolio shows drawings based on a single style.</li> <li>• Portfolio contains offensive material.</li> <li>• The artist shows inaccurate proportions, inaccurate anatomy, and poor line quality, renders no details, and shows below average ability.</li> </ul>	<ul style="list-style-type: none"> <li>• The artist shows no traditional media work at all.</li> <li>• The artist shows only hastily-drawn, crude work.</li> <li>• The artist shows only “fan art”.</li> </ul>

Digital –				
A	B	C	D	F
<ul style="list-style-type: none"> <li>• Demonstrates an above average ability at translating traditional drawing and painting skills into digital.</li> <li>• Shows several outside of class completed creations in several skill sets.</li> <li>• Demonstrates a high level of independent skill acquisition.</li> </ul>	<ul style="list-style-type: none"> <li>• All of the previous requirements, plus:</li> <li>• 2 animations, 2D or 3D.</li> <li>• 1 or more examples of compositing.</li> <li>• 1 or more examples of 3D modeling.</li> </ul>	<ul style="list-style-type: none"> <li>• 1 digital character or digital matte painting.</li> <li>• 1 example of image manipulation.</li> <li>• 3 examples of 3D texture mapping and lighting.</li> </ul>	<ul style="list-style-type: none"> <li>• The student shows little or no outside of class work.</li> <li>• The student shows only in-class assignments.</li> <li>• The student shows only 1 or 2 basic digital works.</li> </ul>	<ul style="list-style-type: none"> <li>• No digitally created work is shown.</li> </ul>

Technical Accomplishment				
<ul style="list-style-type: none"> <li>• Traditional print portfolio contains carefully selected, high quality, “showcase” works.</li> <li>• DVD/CD clearly labeled and in jewel or library case.</li> <li>• Presentation is confident, clear and concise.</li> <li>• No technical glitches.</li> </ul>	<ul style="list-style-type: none"> <li>• All previous criteria met, plus:</li> <li>• Presentation interface and navigation is original and organized, designed and structured to give clear and clean understanding of progress, strong and weak points of study.</li> </ul>	<ul style="list-style-type: none"> <li>• All traditional work printed and presented in portfolio binder.</li> <li>• Traditional and digital presented in DVD or website on DVD/CD format.</li> <li>• Presentation well-practiced, smooth and clear.</li> <li>• Student has clear grasp of chosen presentation format.</li> <li>• Very few technical glitches.</li> </ul>	<ul style="list-style-type: none"> <li>• Traditional work not scanned and printed, poorly or carelessly placed in binder.</li> <li>• No traditional work on DVD/CD.</li> <li>• Student unfamiliar with presentation organization or operation.</li> <li>• Unable to begin within two minutes of being called.</li> <li>• Must open more than two software programs to present work.</li> <li>• Several technical glitches.</li> </ul>	<ul style="list-style-type: none"> <li>• No portfolio binder.</li> <li>• No DVD or CD.</li> <li>• Work displayed as a series of individual, unorganized files.</li> </ul>

## Professionalism

• A	• B	• C	• D	• F
<ul style="list-style-type: none"> <li>• Student is passionate without being overbearing.</li> <li>• Student takes in feedback and is open-minded.</li> <li>• Knowledgeable about the art and the field, and willing to take steps necessary to succeed.</li> <li>• Assumes a leadership role in and out of the classroom.</li> <li>• Demonstrates self-reliance in finding resources and problem solving.</li> <li>• Actively networking in community.</li> </ul>	<ul style="list-style-type: none"> <li>• Student demonstrates all previous levels of accomplishment.</li> <li>• Student is able to speak about their work comfortably and articulately in both a conversational and formal style.</li> </ul>	<ul style="list-style-type: none"> <li>• Student is positive.</li> <li>• Student notes areas for improvement without offering excuses.</li> <li>• Student shows notable progress in skill and aesthetic.</li> <li>• Student speaks clearly and articulately about their work and studies.</li> <li>• All materials listed above included in specified format.</li> <li>• The student shows a proactive approach to learning software, and trouble shooting errors.</li> <li>• Wears appropriate professional attire, ("business casual").</li> <li>• Presentation demonstrates enthusiasm, an understanding of the subject matter, and the field at large.</li> <li>• Student shows a growing understanding of professional resources and how to utilize them.</li> <li>• Receives criticism graciously.</li> <li>• Well prepared for presentation, including digital files quickly and easily loaded onto the computer, (ready to present one minute or less after being called).</li> </ul>	<ul style="list-style-type: none"> <li>• Student is negative in self-assessment and learning experience.</li> <li>• Student gives excuses for poor performance and lack of improvement.</li> <li>• Student mumbles or is unable to articulate methods and reasons.</li> <li>• Missing substantial materials listed in requirements.</li> <li>• Student unable to seek out learning resources and trouble shoot independently.</li> <li>• Sloppy or unkempt appearance.</li> <li>• Shows a lack of enthusiasm for the work or the field of study.</li> <li>• Demonstrates a lack of basic understanding of the subject matter and the field at large.</li> <li>• Does not use professional resources.</li> <li>• Defensive or combative when receiving criticism.</li> <li>• Unprepared for presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Student fails to appear, or is more than five minutes late for scheduled appearance.</li> <li>• Student is unable or unwilling to present.</li> </ul>