

Project Rubric

Clay Animation Kit

Assessing a project involving a complex process over several class periods is not as simple as grading a paper. A rubric is a fantastic way to achieve authentic assessment of both the final product, as well as the process completed along the way. Before students begin, you will also want to share your expectations for completed projects, as well as explain the work to be performed during the process.

This sample rubric will provide you with some ideas to get started. You will need to add sections that cover any content knowledge, grammar, and technology use requirements. You can use the Rubric Maker at www.recipes4success.com to make your own customized clay animation rubric.

Criteria	Novice	Apprentice	Proficient	Distinguished
Animation meets its purpose and skillfully answers the question posed.	Subject knowledge is not evident. Information is confusing. Does not answer the essential question.	Some subject knowledge is evident. Some information is confusing. Question is stated but not clearly answered.	Subject knowledge is evident in much of the product. Information is clear, appropriate, and correct. Essential question is answered.	Project has gone above and beyond. All information is clear, appropriate and correct. Essential question is clearly answered. Subject knowledge is evident throughout.
Quality of Design. Is it visually pleasing, original, creative, or organized?	Quality is weak. There is no evidence of logical flow or use of new ideas. No visual impact.	Random presentation of material with little attention paid to quality.	Media used demonstrates adequate and clear sequencing of material using creative graphics.	Media shows superior evidence of continuity. There is a logical intuitive sequence of information.
Storyboarding and planning	Did not utilize storyboard during process or storyboard is incomplete.	Basic storyboard. Does not answer essential question. Referred to storyboard during project building process.	Strong storyboard that answers the essential question. Storyboard used as a guideline for project development.	Fully developed storyboard that answers the question and is organized in coherent pieces. Used storyboard extensively during project development for goal-setting, organization and task-assignment.
Presentation style including, eye contact, voice, and appearance	No eye contact. Low, soft, or monotone voice. Script reading. Appearance is too casual or sloppy. Posture is slouched.	Some eye contact. Voice is soft or monotone. Appearance is casual, but neat. Presenter rocks back and forth.	Some eye contact, but only in one direction. Voice is steady and clear. Presenter shows some facial expression, uses appropriate gestures, and knows the content well. Presenter is dressed up and has good posture.	Eye contact moves among the audience. Presenter is confident, expressive, and know their content. They are dressed up or in appropriate costume. They have good posture, are mobile, and use facial expressions and gestures to make their point.