

Media and Design: PowToon Animated Video

☐ Student Scoring

☐ Teacher Scoring

Student Name: _____

Criteria		4	3	2	1
Creativity & Innovation		Overall project demonstrates original personal expression and reflect an exceptional degree of student creativity in the creation.	Overall project demonstrates some personal expression and reflects student creativity through manipulating and arranging others' ideas to make them their own.	Overall project demonstrates some creativity, but little personal expression.	Overall project lacks evidence of personal expression, and does not demonstrate original thought or creativity.
Research and Information Fluency		Final product demonstrates full use of PowToon features tutorials. Student researched above and beyond tutorials presented in class.	Final product demonstrates use of the skills introduced in PowToon Tutorials.	Student watched PowToon Tutorials, but did not fully analyze or apply what was learned to the project. (Did not use the features presented or needed help doing presented skills)	Student did not demonstrate knowledge of tutorials in final project.
Critical Thinking, Problem Solving and Decision Making		Throughout project student demonstrated outstanding critical thinking and problem solving skills while using PowToon. Was able to help others.	Throughout project student demonstrated the ability to think critical and solve problems using resources provided.	Throughout project student was redirected to use resources provided in order to think critical, problem solve, and make decisions.	Throughout project student need teacher assistance to solve problems using PowToons.
Independent Learner		Gave and asked for constructive criticism and made adjustments.	Listened to and gave constructive criticism and made adjustments as needed.	When given constructive criticism listened, but had difficulty making adjustments.	Did not participate, or did not do so appropriately during the feedback stage.
Responsible Digital Citizenship		Did extra research for topic. Used creative commons to full potential independently. Sources for both pictures and research are listed legibly.	Included at least one image outside of PowToon. Navigated creative commons with little assistance. Sources for pictures are listed and are legible.	Did not include extra pictures. Needed additional support to navigate creative commons. Sources are listed, but are incomplete or illegible.	Did not get images from creative commons. Sources are missing or incomplete.
Technology Operations and Concepts	PowToon	Became an expert on PowToons. Demonstrated excelled abilities by teaching the class new tips or helping others.	Navigated PowToons with ease.	Needed some assistance to navigate PowToons.	PowToons animation creation was done with teacher and not independently.
	Clarity and Content of Message	The message of the animated video is extremely clear, accurate and motivating to student to study the subject matter.			
	Principles of Design	Applied the principles of design to project: -Contrast (colors, text, size) -Repetition (background, style, font) -Alignment (left aligned) -Proximity (grouping of objects)			
Effective Communication (Language Use)		No errors in spelling, punctuation or grammar. Student uses precise language to convey message in a concise manner.	Very few errors in spelling, punctuation or grammar. Student uses appropriate vocabulary to convey message in a concise manner.	More than a few errors in spelling, punctuation or grammar. Language lacks clarity at times.	Several errors in spelling, punctuation or grammar. Meaning is unclear due to word choice.

Comments: