

# 2018 Culminating Activity

Pop Rubric

Students: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

		Level 4 Demonstrated a very high understanding of concepts and exceeded expectations	Level 3 Demonstrated a high understanding of concepts and met expectations	Level 2 Demonstrated considerable understanding of concepts, nearing expectations	Level 1 Demonstrated limited understanding of concepts and ideas	Not completed	
Flash	Creative, well designed 10-15 seconds animation including the pop logo	10	8	6	5	0	
	Includes at least 2 motion tweens, frame by frame and text	5	4	3	2	0	
	Complexity and use of different flash techniques	5	4	3	2	0	___ /20
Logos	Full colour, creative logos at proper size, 5" by 5" 300 DPI, CMYK	5	4	3	2	0	
	Logos will look good in Black & White or in colour	5	4	3	2	0	
	Logos look will look professional at whatever size it has to be used at	5	4	3	2	0	
	Logos must be self contained with no jpgs or photographic elements	5	4	3	2	0	___ /20
Full Page Magazine Ad	Contains your logos	5	4	3	2	0	
	Features the pop as the central focus and directed at TM	5	4	3	2	0	
	Adheres to good design sense	5	4	3	2	0	
	8.5" by 11" at 300 DPI, CMYK	5	4	3	2	0	___ /20
Video Commercial	Exactly 30 seconds	5	4	3	2	0	
	Original and includes suitable music	5	4	3	2	0	
	Well produced file, free of errors and glitches/pops	5	4	3	2	0	
	Includes a full, complete story board	5	4	3	2	0	___ /20
Website	Contains at least 4 detailed, attractive pages	5	4	3	2	0	
	Includes a properly sized picture of your pop	5	4	3	2	0	
	Brief description of your pop and how it will change teen drinking habits	5	4	3	2	0	
	Well organized files, creative and professional site	5	4	3	2	0	___ /20

Total Mark:    /100

This project is worth 15% of your overall mark and is due *June 18, 3:00 pm*