

Name

Story

		4	3	2	1	Score
Animation Choice	Writer uses vivid animations that linger in the viewer's mind, and the choice and placement of the animations seems accurate, natural and not forced.	Writer uses vivid animations that linger viewer's mind, but occasionally the animations are used inaccurately or seem overdone.	Writer uses animations that communicate clearly, but the animations lack variety, punch or flair.	Writer uses animations that do not communicate strongly or capture the viewer's interest. The animations do not fit in as dialogue.		
Focus on Topic (storyline)	There is one clear, well-focused topic. Main idea stands out and is supported by detailed information.	Main idea is clear but the supporting information is general.	Main idea is somewhat clear but there is a need for more supporting information.	The main idea is not clear. There is a seemingly random collection of information.		
Audience	Demonstrates a clear understanding of the potential reader and uses appropriate animations and story line. Anticipates reader's questions and provides thorough answers appropriate for that audience.	Demonstrates a general understanding of the potential audience and uses animation and arguments appropriate for that audience.	Demonstrates some understanding of the potential audience and uses arguments appropriate for that audience.	It is not clear who the author is writing for.		
Introduction	The introduction is inviting, states the main topic and previews the structure of the animation.	The introduction clearly states the main topic and previews the structure of the paper, but is not particularly inviting to the audience.	The introduction states the main topic, but does not adequately preview the structure of the animation nor is it particularly inviting to the viewer.	There is no clear introduction of the main topic or structure of the animation.		
Sequencing	Details are placed in a logical order and the way they are presented effectively keeps the interest of the viewer.	Details are placed in a logical order, but the way in which they are presented/introduced sometimes makes the animation less interesting.	Some details are not in a logical or expected order, and this distracts the viewer.	Many details are not in a logical or expected order. There is little sense that the animation is organized.		
Conclusion	The conclusion is strong and leaves the viewer with a feeling that they understand what the writer is "getting at."	The conclusion is recognizable and ties up almost all the loose ends.	The conclusion is recognizable, but does not tie up several loose ends.	There is no clear conclusion, the paper just ends.		
Use of Animation Tool (Alice)	Write is able to use a variety of animation techniques to show natural movement through the production.	Writer uses a variety of animation techniques but the movement is not quite natural through the production.	Write uses some animation techniques but would need a greater variety to make the movements appear more natural.	Writer does not use a variety of techniques, movements are not natural.		
					Total	