

● **Kinetic Typography Project Rubric**
(200 points possible*)

CATEGORY	Excellent 30	Good 20	Average 10	Poor 5	0
Movement	A minimum of 30 individual items enter and exit (text and/or images)	Between 25-29 individual items enter and exit (text and/or images)	Between 20-24 individual items enter and exit (text and/or images)	Between 15-19 individual items enter and exit (text and/or images)	Fewer than 15 individual items enter and exit (text and/or images)
Keyframing & Masks Per Lyric Line	3 items have obvious keyframed movement; and at least 1 obvious mask is used	Only 2 items have obvious keyframed movement; or no obvious mask is used	Only 1 items has obvious keyframed movement; no obvious mask is used	1 items have obvious keyframed movement; no obvious mask is used	No item have obvious keyframed movement; no obvious mask is used
Word / Image Duration	A minimum of 5 different durations (time the word or image was on the screen) were used	A minimum of 4 different durations (time the word or image was on the screen) were used	A minimum of 3 different durations (time the word or image was on the screen) were used	A minimum of 2 different durations (time the word or image was on the screen) were used	Only 1 duration (time the word or image was on the screen) was used
CATEGORY	Excellent 20	15	Average 10	Needs Work 5	0
Word / Image Font	A minimum of 3 different fonts were used	A minimum of 2 different fonts were used	A minimum of 1 different fonts were used	Only 1 font was used – but it is not the default.	Default font was used
Word / Image Color	A minimum of 3 different colors were used		A minimum of 2 different colors were used		Only one color was used
Keyframing	All 4 Transform properties (position, scale, rotation & opacity) are used	Only 3 Transform properties are used	Only 2 Transform properties are used	Only 1 Transform properties are used	No Transform properties are used
Creativity Effort & Quality	Great layout, color choices, and style – showing thoughtfulness & creativity. Quality and Effort is evident throughout the project	Good concept, design, style Quality/Effort is evident throughout most of the project	Quality/Effort is evident throughout some of the project	Average design; Quality/Effort is minimal in the project	No obvious design or creative elements were used Little to no effort was made
Deductions	-10 Song and Artist are not credited	-10 File not named correctly			

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