



JMS 205: INTRODUCTION TO MULTIMEDIA DESIGN
September 2022 Semester
FINAL EXAM PROJECT

Brief

Students will (in a group) design and produce a 5-minute animation story; on a topic of your choice. Below are a few pointers to some of the topics you may work on.

Expectations:

- A. A storyboard that helps to best understand how the story will play out.
- B. An appropriate title for the project.
- C. Submit your MS Word version of your work indicating what the animation is about. The writing establishes a clear understanding of the (i) Subject Matter or (ii) setting, and characters.
- D. An individual write-up of the role you were playing in the production and your experience on the role that you did.
- E. Indicate what career opportunities that role would afford you.
- F. You are expected to use the stop motion animation application and animation software to produce a final version of your work: you are expected to include various multimedia digital artifacts including, but not limited to text, illustrations, photos, audio clips, to make your presentation efficient to navigate.
- G. Final project (link) is presented individually by each student on the LMS.

Tip

You have already been introduced to the principles of animation. Apply some simple principles for this task.

	Excellent	Good	Fair	Poor	Missing/
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	(5marks)	(4marks)	(2marks)	(1mark)	Incomplete (0marks)
Planning/ Storyboard	Detailed planning and storyboarding. The storyboard was followed closely during animation.	Animation was well planned. The storyboard was followed for the most part	Storyboard provided a general idea that was not followed closely. Final Animation could have been better if more detailed planning was done.	Storyboard was vague and failed to provide a general idea to be followed.	No storyboard/shot list/script
Sets/ Characters/ Props	Sets/ characters/ props are very well used and visually interesting. A lot of time was put into their construction.	Sets/ characters/ props are well used and visually interesting.	Sets/ characters/ props are well used and somewhat visually interesting.	Sets/ characters props are not well used or visually interesting.	Sets/characters props are not used and not interesting at all.
Animation	Animation is very smooth and the characters/objects have fairly natural movements. All frames are in focus.	Animation is smooth and there is very little distracting camera movement. Most frames are in focus.	Animation is choppy. Camera movement is a little distracting.	Animation is very choppy. Camera is unsteady and distracting	Sets, characters, and props were created but not animated.
Titles/ Credits	Titles/credits are creative and make the animation more interesting. The name for the animation is creative and	Titles/credits completely inform about authors	Titles/credits are not creative but still inform about authors	Titles/ credits were too long and distracting, and don't inform about authors	Titles and credits were not appropriate, were incomplete or missing.

	"fits" perfectly with the animation.				
Voiceover, Sound Effects, and Music	Voiceover, sound effects, and music make the animation more interesting. Voiceovers tell a story. Music and sound effects "fit" perfectly with the animation.	Sound effects, and music add to the movie experience. Voiceovers are appropriate to the story.	There was probably a better choice for sound effects and music. Voiceovers are confusing.	Music and sound effects were distracting. Voiceovers did not make sense or were missing.	Voiceover, sound effects, and music were missing
Plot (5mks) Dramatic Structure (5mks)	Plot has clear beginning, middle, and end. Dramatic structure builds to climax, then ends with falling action.	Plot has mostly clear beginning, middle, and end. Dramatic structure is generally followed, but wanders in places. Climax of story is clear.	Plot is somehow easy to follow, and lacks either a clear beginning, middle, or end. Dramatic structure is only somewhat followed, and actions seem random.	Plot is difficult to follow, and lacks either a clear beginning, middle, or end. Dramatic structure is scarcely followed,.	No evident plot. Performance is only a collection of random actions with nothing tying them together.
Animation Length	5minutes	4-3 minutes	3-2 minutes	2-1 minutes	Less than 1 minute
A Written Brief (individual submissions) Brief must explain;					
• why the chosen film name, the target audience, and the relevance of the short film to the target audience (5mks)					
• the specific part the student worked on (5mks)					
• the challenges encountered the lessons and opportunities the project presents (10mks)					
Overall Marks out of 60					

Converted Marks to 40%			
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