

	4	3	2	1
craftsmanship	Video hits all requirements and is easy to understand and looks professional	Video meets most of the requirements and is easy to understand and looks ok	Video shows some of the requirements. It is difficult to follow and hard to understand	Video is not complete and missing all but 2 requirements. I wouldn't want to watch it again.
planning	Well planned out, follows plan exactly in sketchbook, storyboard, details, requirements and extras	Good planned out, Mostly follows plan, details- 4-6 details, requirements and extras	Ok planned out, Kind of follows plan, details- 1 of 3 details, requirements and extras	Not planned out, Does Not follow plan, details- 0 of 1 requirements extras
creativity	Lots of details, New different ideas, Colorful, bright, you feel like you know the artist	Some details, some different ideas, kind of feel like you know the artist	Little details, little different ideas, only little bit feel like you know the artist	No details, same basic ideas, boring you don't feel like you know the artist
aesthetic	Well put together, Lots of details, engaging	Good put together, mostly engaging	Ok put together, somewhat engaging, very patchy/uneven little details	Not put together, no details, basic, could have been just a power point