Unit 14: Cartooning and animation

Candidate: **Assessor:** **Date:**

AO	Pass	Merit	Distinction
AO1 Investigate the animation industry, its products and technology	Candidates provide a **brief** description of the cartoon and animation industry. They show **limited** knowledge of animated films, animation technology, animators and characters by means of notes, assembled film clips or other methods or recording their investigation into the industry. The notes **may lack** depth and insight and logical links to different areas of research may be **limited**.	Candidates provide an **accurate** description of the cartoon and animation industry. They show knowledge of a **wide range** of animated films, animation technology, animators and characters by means of notes, assembled film clips or other methods of recording their investigation into the industry. They show a **thorough** understanding of the subject. They show appreciation of the interlinked nature of the animation industry in terms of creative input and technical achievement.	Candidates provide a **comprehensive** description of the cartoon and animation industry. They show a **detailed** knowledge of a wide range of animated films, animation technology, animators and characters by means of notes, assembled film clips or other method of recording their investigation into the industry. Their **in-depth** interpretation of animated films, animation technology, animators and characters is drawn from a wide range of sources showing comprehensive subject knowledge.
			P M D
AO2 Examine the animation and sequencing of an existing character and its surroundings	Candidates demonstrate a **basic** understanding of the principles of character animation. They discuss movement and timing and how to apply them to storyboards, bar sheets and log sheets	Candidates demonstrate a **sound** understanding of the principles of character animation. They **clearly** discuss movement and timing and how to accurately apply them to storyboards, bar sheets and log sheets.	Candidates demonstrate a **comprehensive** understanding of the principles of character animation. They discuss **thoroughly** movement and timing and demonstrate a detailed knowledge of storyboards, bar sheet and log sheet production.
			P M D
AO3 Plan the production of an animation or cartoon product	The planning of the project may be **basic**; all content areas are covered but **limited** thought is given to some areas such as character development and storyline. The main planning stages are carried out, **possibly not** in the most logical sequence and to no great depth. A storyboard covering the **main** elements is provided.	The planning of the project is **logical** with all content areas are covered and with **some** thought of how they work together to give meaning. The characters and storyline are developed. The main planning stages are carried out in a logical sequence to good effect. A **detailed** storyboard covering **all** elements is provided.	The planning of the project is **thorough**, with all content areas covered in detail and clearly demonstrating how they work together to give meaning. The characters and storyline are developed and show a high level of creativity. **All** planning stages are carried out in a logical sequence to good effect. A **detailed** storyboard covering **all** elements is provided.
			P M D

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AO	**Pass**	**Merit**	**Distinction**
AO4 Develop a cartoon or animation character	The candidate develops, at a **simple** level, a new cartoon character from initial sketches through to finished drawings. The character functions at a low level of personality but may lack attention to fine detail. Candidates are able to develop a character at a **basic** level and are able to place the character in a **simple** narrative.	The candidate designs a **new** cartoon/animation character from initial sketches through to finished drawings. They show a **well-developed** sense of style and characterisation. The character functions at an **effective** level making it believable to the viewer. The candidate shows **good** knowledge of the features that make up a cartoon/animation character, ranging from the concept and development of a character through to placing that character within a story.	The candidate designs a **new** animation/cartoon character from initial sketches through to finished drawings. They show a level of **professionalism** in the development process. The progression from initial sketches through character development to final drawings displays a **well-rounded** character that displays a range of expression and emotion. The candidate has a **detailed** appreciation of the sum parts of a cartoon or animation character and has described the character's elemental make up in a detailed manner.
			P M D
AO5 Create a simple cartoon strip or animated film	Candidates produce a **simple**, short animated film or cartoon strip that involves the character that they have developed. They keep **some** records of the production. The finished product **might not** function as intended.	Candidates produce a **well-structured** short animated film or cartoon strip that involves the character that they have developed. They keep **detailed** records of the production. The finished product works **as intended** and **reflects** their plans.	Candidates independently produce an **excellent** short animated film or cartoon strip that involves the character that they have developed. They keep **thorough** records of the production. The finished product works **as intended** and **matches** their plans.
			P M D
AO6 Evaluate your animation work	Candidates produce a **basic** evaluation. It focuses on the end product. Feedback is sought and recorded. **Some** improvements are identified.	Candidates produce a **detailed** evaluation. It covers the end product, the processes involved and the technical aspects of the finished product. Feedback is sought and recorded. Some **valid** improvements are suggested.	Candidates produce a **comprehensive** evaluation. It covers the end product, the processes involved and the creative and technical aspects of the finished product. Feedback is sought and recorded. A **range** of valid improvements are suggested, along with detailed notes on how they could be implemented.
			P M D

AO1	AO2	AO3	AO4	AO5	AO6

Overall: