



Faculty of Applied and Creative Arts

Continuous Assessment Project Brief and Rubric

Project 1

Course Code/ Course Title	GKC3053 Creative Content Development & Management
Programme	Animation
Academic Year	Semester 1 2022/2023
Brief Date	18 th October 2022
Submission Date	8 th November 2022
Duration	3 Weeks
Marks	20%
Project 1 Title	Video Essay: Current Trends and Challenges in The Animation Industries (Individual)
CLO 1: Independently take on role as a producer to monitor content development process. [C6]	
PLO 4: Adhere to ethical principles and professionalism in improving integrity in projects execution.	
Project Objective:	
<p>The objectives of this project are as follows:</p> <ol style="list-style-type: none"> 1. to investigate the current trends and development of the animation industries 2. to enquire the challenges and issues faced by animation studios 	
Project Brief:	
<p>Based on your observation and research on the current trends and issues in the animation industries, you are required to produce a video essay to discuss the following issues:</p> <ol style="list-style-type: none"> 1. What are the current trends and development in animation industries? 2. What job opportunities are available for young graduates to venture in animation industries overseas and in Malaysia? 3. What are the challenges faced by animation studios overseas and in Malaysia? <p>You may conduct your research through interviews, observations, case studies or field trips. Your report should be approximately 1500 words. Present your findings in a form of video essay in the class.</p>	
Submission Guidelines:	
<ol style="list-style-type: none"> 1. Video Essay: <ul style="list-style-type: none"> • Video format: mp4 (H.264), HD 1080p • Duration of video: 2 minutes • Duration of live presentation: 5 minutes for each person • Upload your video to YouTube and submit the link on eLEAP 2. Report <ul style="list-style-type: none"> • Pdf. format. Word count: 1500 words. Times New Roman, 12-point, double spacing. • Submit your report on eLEAP. 	
Online Submission Requirement:	
Same as above	
Evaluation Criteria:	

The project will be evaluated based on:

1. Accuracy of information and materials 5%
2. Creativity and originality 5%
3. Understanding and application 5%
4. Articulation and communication 5%



Faculty of Applied and Creative Arts
GKC3053 Creative Content Development & Management
 Sem 1 2022/2023
 Instructor's Rubric

Student's Name	:	
Matric No	:	
Instructor	:	
Assignment Title	:	

Instruction: Please rate your student according to the marking criteria below. Fill in column "MARKS" for each criterion with 1/2/3 (Marks in decimal point is not allowed).

Criteria	CLO	PLO	Poor 1	Fair 2	Average 3	Very Good 4	Excellent 5	Score
Accuracy of information and materials	1	4	Presentation with inaccurate information and materials	Presentation with fairly accurate information and materials	Presentation with adequate accurate information and materials	Presentation with accurate information and materials	Presentation with fully accurate information and materials	
Creativity and originality	1	4	Lack of original ideas and no details.	Lack of original ideas and has few details.	Express original but has only few details.	Express original ideas and insightful perspectives with an appropriate amount of details.	Express original ideas and insightful perspectives in very details.	
Understanding and application	1	4	Poor proficiency in displaying the fundamental knowledge in producing the video essay.	Limited proficiency in displaying the fundamental knowledge in producing the video essay.	Satisfactory proficiency in displaying the fundamental knowledge in producing the video essay.	Adequate proficiency in displaying the fundamental knowledge in producing the video essay.	Excellent proficiency in displaying the fundamental knowledge in producing the video essay.	
Articulation and communication	1	4	Hardly articulates and communicates the idea of the project.	Fairly articulates and communicates the basic idea as required to the project.	Articulates and communicate the brief idea of the project moderately.	Able to articulate and communicate the idea of the project adequately.	Able to articulate and communicate the idea of the project in compelling way and effectively.	
Total Score								/20%

Comments:

Examined by : _____

Signature : _____

Date : _____