Innovate Comm Tech
GIF Animation & Memes

Description	Comments	Levels
Process: Key Question		
What makes a good GIF Animation? ● The animation **displays planning** and **consideration** of the **key question.** ● A good GIF can be playful and full of dynamism, or it can be slow and smooth; whatever describes the feeling behind the moving images. The key is to understand what makes an **eye-catching GIF** and create a language that fits the **mood of the message.**		0-1-2-3-4-
Final Animation: Communication & Creativity		
Guidelines- Part 1 ● Demonstrate **technical knowledge** and **creative thinking.** ● The GIF or animation loop(s) are **dynamic** and **appeal** to your **target audience.** ● There is a **visual and creative** flow to the animated elements.		0-1-2-3-4-
Guidelines- Part 2 ● Time has been spent on **composing the motion.** ● The final animation(s) are both **creative and technically polished.** ● The GIF effectively **communicates** the mood of your **message.**		0-1-2-3-4-
Beyond Expectations		
Have you considered **exploring & creating** beyond the project guidelines? The following is a list of ideas you can follow to enhance your learning and build on your knowledge. ● Follow the **Animating with Photoshop** button and check out **Motion Graphics** techniques such as: Glitch Effect, Parallax, and Cinemagraph. ● **Add funny text** to grab your audience's attention. ● Make a meme **advertising** the **Innovate** program. ● Try **Green Screening** yourself, a friend, or an object as a video meme in Premiere using the **Chroma Key feature.**		
	Overall Mark	**%**