**Visual Communication Rubric Sample**

Assignment:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Creator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Responder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Exemplary [5]** *Exceeding performance expectations* | **Proficient [4]** *Delivering to the expectations* | **Developing [3]** *Adequate performance, but w/underperforming elements to be addressed* | **Limited [2]** *Significant number of underperforming elements* | **Absent [1]**  *No evidence of this criteria* |
| Meets assignment’s specifications |  |  |  |  |  |
| Focuses message on viewer’s needs |  |  |  |  |  |
| Balances simplicity with coverage |  |  |  |  |  |
| Displays high quality and good technique in drawings, graphics, photos, designs, video, etc. |  |  |  |  |  |
| Unifies elements using repeated motifs, graphic elements, connection to text, etc |  |  |  |  |  |
| **CRITERIA** | **Exemplary [5]** | **Proficient [4]** | **Developing [3]** | **Limited [2]** | **Absent [1]** |
| Employs appropriate contrasts (e.g., color, fonts, sizes) |  |  |  |  |  |
| Aligns graphic elements and space appropriately |  |  |  |  |  |
| Employs appropriate movement or navigation |  |  |  |  |  |
| Applies ethical and professional use of images, graphics & sources |  |  |  |  |  |
| [Add Additional Criterion as appropriate for your assignment] |  |  |  |  |  |

**Overall Assessment:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Priorities for revision (if assessment is for a draft) or final comments:**