

	Exemplary 6	Mature 5	Competent 4	Developing 3	Beginning 2	Basic 1 (0 = N/A)
VISUAL COMPOSING	responds <i>creatively</i> , requiring little or no revision	responds <i>fully</i> , requiring only minor revision	responds <i>competently</i> , requiring limited revision	responds <i>inappropriately</i> , requiring focused revision	responds <i>incompletely</i> , requiring extensive revision	responds <i>naively</i> , requiring thorough revision
DO THE VISUAL ELEMENTS CONTRIBUTE SUBSTANTIVELY TO THE OVERALL COMMUNICATION?						
CONTEXT PURPOSE POSITION AUDIENCE	integrated visual experience with a clear and complex message, experience, or pattern; personal features that enrich the visual experience without becoming self-indulgent; engaging title, headings, captions	coordinated visual and verbal elements; consistent visual attitude toward the subject matter or the audience; integrative title, headings, and captions	visual strategy that is predictable but effective; mutually supportive visuals and verbal elements; satisfactory visual impression, even if minor distractions; functional, informative title, headings, captions	workable visual strategy but poorly implemented; at least one uncertainty about the visual focus, a major visual or visual-verbal relationships; stock visuals; weak, general, or missing title, headings, or captions	inconsistent visual strategy; evidence of an overall visual focus but poorly or unevenly implemented; misleading or missing title, headings, or captions	no discernible visual strategy; misguided, unfocused, or omitted visuals; mismatch of visual and textual elements; use of a single graphic style for all situations; oversimplified visuals; missing title, heading, captions
SUBSTANCE SCOPE DEPTH RELEVANCE FAIRNESS	subtle, inventive use of visuals to enrich and extend other content; scrupulous attention to visual detail for analysis or sensorial/aesthetic experience; fair visual representation	coordinated and well-developed visual content with many visuals that invite in-depth analysis; clear visual-content relationship; personal visuals distinguishable from borrowed sources	generally purposeful visual content; minimum number of visuals; reasonable, if not rigorous, visual content; sufficient, if predictable, supporting evidence; reliable, somewhat generalized visual representations	trite or oversimplified visual content; some conflict between the visuals and other content; visuals used more for decoration; some visual misrepresentation in at least one major visual source	broad, ambiguous, or distracting visuals for the situation; no overall visual strategy; some quality or coverage issue in at least one major visual; some credibility issues	disjuncture between visuals and other content; absence of visual content; cross-cultural miscues in images and color; confusing visuals; inadequate number and quality of visual sources; inaccuracies in visual references
ORGANIZATION FOCUS STRUCTURE RELATIONSHIP EMPHASIS	unique integration of visual objects for overall effect; visual chunking of information; color, typography, and spatial layout; clear, complex text-graphic directionality	immediate impression of well-organized visual elements; discrete visual objects with clear roles in the overall effect; directional texts and graphics; natural, transparent chunking	major visual elements that are rhetorically and functionally clear, if somewhat chunking, though somewhat mechanical visual strategies; coherent first impression	at least one undefined strategic visual object or chunk; unclear visual foci; some directionality though visual movements may end abruptly or awkwardly	inappropriate or uncertain visual focus; major visual objects unconnected to overall rhetorical scheme; neglected or nonstandard directionality; mis-positioning; mis-sizing	missing visual focus or dominant pattern; visual clutter or hodge-podge of graphic styles; bells-and-whistles approach to design; confused or absent chunking
STYLE CONVENTIONS AESTHETICS VARIETY	visual surprises, historical allusions, irony, or contrasts that maintain interest and deepen the experience; clear visual genre; scrupulously responsible citation of sources in a form appropriate to the situation	visual conventions that are clearly defined, from graphic style to headings, layout, and navigation; clear, functional, accurate citation of sources; visual interest and hierarchy; recognizable visual aesthetic	functional if uninspired visual style; positive initial visual impression, even if inconsistent minor details; heading style appropriate to the visual genre; consistent navigational design; sources noted	major flaw or distraction in the visual strategy; boring, mechanical consistency; failure to document some borrowed sources or serious violations of standard documentary style; some problems in layout, including margins or alignments	random or uncertain visual contrasts; evidence of a visual strategy but poorly implemented; failure to document borrowed sources; layout problems, including margins and alignment around visuals	lack of purposeful patterns and contrasts; cut-and-paste visual approach with little reshaping of visuals to create a consistent graphic style; failure to document borrowed sources; distracting, cluttered layout; excessive clip art
DELIVERY CONSISTENCY ENGAGEMENT ACCESSIBILITY LAYERING	judicious technical decisions about media, color, size, resolution, format, luminance, type, sharpness, accessibility, interactivity	user-friendly, integrated use of media, color, size, resolution, format, luminance, type, sharpness, accessibility, interactivity	clear, consistent visual approach (figure-ground relationships, efficient and accessible design, readable typography); minor inconsistencies	a major, distracting inconsistency (spatial/timing miscues, weak selection of visuals, purposeless decorations)	inconsistent or uncertain visual conventions caused by misuse of space, visual clichés, omission of key media, or access barriers	distracting visual combinations (color, body language, gestures, slide transitions, and backgrounds); weak attention to audience use of visuals