

Rubric for Visual Display

Criteria	Exceptional	Admirable	Marginal	Unacceptable
Content	<ul style="list-style-type: none"> <input type="checkbox"/> Appropriate details support main idea <input type="checkbox"/> Accurate and detailed information <input type="checkbox"/> Information adequately supports purpose of visual <input type="checkbox"/> Contains 20 or more images (10 or more each side) 	<ul style="list-style-type: none"> <input type="checkbox"/> Most details support main idea <input type="checkbox"/> Accurate information for almost all subject matter <input type="checkbox"/> Information is mostly adequate and supportive of visual's purpose <input type="checkbox"/> Contains 16 - 19 images (8-9 each side) 	<ul style="list-style-type: none"> <input type="checkbox"/> Few details support main idea <input type="checkbox"/> Lacking accurate information <input type="checkbox"/> Inadequate information is not clearly supportive of visual's purpose <input type="checkbox"/> Contains 10 - 15 images (5-7 each side) 	<ul style="list-style-type: none"> <input type="checkbox"/> No details to support main idea <input type="checkbox"/> Information is not accurate <input type="checkbox"/> Information does not support the visual's purpose <input type="checkbox"/> Contains 9 or fewer images (4 or fewer each side)
Focus	<ul style="list-style-type: none"> <input type="checkbox"/> Topic and title clear and easily identified <input type="checkbox"/> Main idea is clearly appropriate to topic <input type="checkbox"/> All illustrations complement purpose of visual 	<ul style="list-style-type: none"> <input type="checkbox"/> Topic and title are mostly clear and easily identified <input type="checkbox"/> Main idea is appropriate to topic <input type="checkbox"/> Most illustrations complement purpose of visual 	<ul style="list-style-type: none"> <input type="checkbox"/> Topic and title difficult to identify <input type="checkbox"/> Main idea not clearly stated <input type="checkbox"/> Few illustrations complement purpose of visual 	<ul style="list-style-type: none"> <input type="checkbox"/> Topic and title are not clearly identified <input type="checkbox"/> No main idea <input type="checkbox"/> Illustrations do not complement purpose of visual
Visual Appeal	<ul style="list-style-type: none"> <input type="checkbox"/> Outstanding use of color, design, and space <input type="checkbox"/> Original and creative design <input type="checkbox"/> Overall design is pleasing and harmonious 	<ul style="list-style-type: none"> <input type="checkbox"/> Adequate use of color, design, and space <input type="checkbox"/> Design is adequate <input type="checkbox"/> Overall design is mostly pleasing and harmonious 	<ul style="list-style-type: none"> <input type="checkbox"/> Inappropriate use of color, design, and space <input type="checkbox"/> Design lacks creativity <input type="checkbox"/> Lack of harmonious design in presentation 	<ul style="list-style-type: none"> <input type="checkbox"/> Little attempt to use color, design and space appropriately <input type="checkbox"/> Design is dull <input type="checkbox"/> Project has sloppy appearance
Mechanics	<ul style="list-style-type: none"> <input type="checkbox"/> Free of grammatical errors <input type="checkbox"/> No excess glue, torn edges, mark-outs <input type="checkbox"/> Words are legible and pertinent to topic 	<ul style="list-style-type: none"> <input type="checkbox"/> Mostly free of grammatical errors <input type="checkbox"/> Little use of excess glue, torn edges, mark-outs <input type="checkbox"/> Most words are legible and pertinent to topic 	<ul style="list-style-type: none"> <input type="checkbox"/> Frequent grammatical errors <input type="checkbox"/> Excess glue, torn edges, and mark-outs <input type="checkbox"/> Presentation is illegible and confusing 	<ul style="list-style-type: none"> <input type="checkbox"/> Too frequent grammatical errors <input type="checkbox"/> Distractive elements make illustration ineffective