Language, Philosophy, and Culture

Visual Communication

Criteria	1 – Developing	2 – Sufficient	3 – Proficient	4 – Exemplary
Content Development	Chooses images that may seem appropriate (number and/or medium) but are not explicitly or sufficiently connected to the central message.	Chooses appropriate images that connect in a basic way with what is being communicated.	Chooses appropriate images, demonstrates a grasp of the material & awareness of purpose & audience.	Chooses images that enhance meaning & make clear the interdependence of image, meaning, thought, & expression.
Organization	The integration of visual elements shows little to some thought but is largely disorganized.	Visual elements are integrated, though the observer must use effort to follow the visual expression.	Visual elements are integrated so that the observer, with limited effort, can follow the visual expression.	Visual elements are coherently integrated so that the observer can easily follow the visual expression.
Context of and Purpose for Use of Images	Demonstrates little awareness of context, audience, purpose, & the assigned task(s) (e.g., expectation of instructor or self as audience).	Demonstrates basic awareness of context, audience, purpose, & the assigned task(s) (e.g., begins to show awareness of audience's perceptions & assumptions)	Demonstrates adequate awareness of context, audience, purpose, & a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, & content).	Demonstrates a thorough awareness of context, audience, & purpose that is responsive to the assigned task(s) & focuses all elements of the work.
				Edited 7/14/2015

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Courses in this category focus on how ideas, values, beliefs, and other aspects of culture express and affect human experience. Courses involve the exploration of ideas that foster aesthetic and intellectual creation in order to understand the human condition across cultures.

Core Objectives

- **Critical Thinking Skills:** To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Communication Skills:** To include effective development, interpretation and expression of ideas through written, oral and visual communication
- **Personal Responsibility:** To include the ability to connect choices, actions and consequences to ethical decision-making
- **Social Responsibility:** To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities