



ASSIGNMENT CHECKLIST VISUAL COMMUNICATION

The Office of Institutional Effectiveness & Evaluation (OIEE) designed the Visual Communication Assignment Checklist to aid instructors in selecting and/or designing an assignment for Core Curriculum Assessment. The assignment design should ensure that the artifacts (student-produced work) submitted for assessment demonstrate the core objective of Visual Communication.

Instructors should select either the Creation or Interpretation Checklist depending on the type of assignment they are designing. The related rubric criteria are identified in parentheses.

CREATION CHECKLIST

THE ASSIGNMENT DIRECTS STUDENTS TO:

- Visually communicate a central message (Central Message)
- Address an audience outside of self (Central Message, Conventions, & Presentation)
- Follow the conventions of the medium (Conventions)
- Refine the appearance and/or organization (Presentation)

IF THE VISUAL CREATED IS MULTIMEDIA (OPTIONAL):

- Convey a central message in the visual components (Central Message)

ADDITIONAL SUPPORT

Instructors are encouraged to review the applicable Visual Communication Creation Rubric and the technical details of submitting artifacts on the OIEE website (assessment.tamu.edu/core). Contact assessment@tamu.edu for assistance in assignment design, review, and submission.





INTERPRETATION CHECKLIST

THE ASSIGNMENT DIRECTS STUDENTS TO:

- Describe a visual (Description)
- Interpret a visual and/or visual components (Interpretation)
- Support the interpretation with evidence (Interpretation)
- Address an audience outside of self (Description, Interpretation, & Presentation)
- Choose language appropriate for the audience (Presentation)
- Speak or write intelligibly, thoughtfully, and coherently (Presentation)

IF THE VISUAL INTERPRETED IS DISPLAYED (OPTIONAL):

- Present the visual in enough detail for the audience (Description)

IF THE VISUAL INTERPRETED IS MULTIMEDIA (OPTIONAL):

- Explicitly describe visual elements (Description)
- Explicitly interpret visual elements (Interpretation)

ADDITIONAL SUPPORT

Instructors are encouraged to review the applicable Visual Communication Interpretation Rubric and the technical details of submitting artifacts on the OIEE website (assessment.tamu.edu/core). Contact assessment@tamu.edu for assistance in assignment design, review, and submission.

Questions can be directed to the Office of Institutional Effectiveness & Evaluation.
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