



ASSIGNMENT CHECKLIST VISUAL COMMUNICATION

Reflect upon the planned assessment/assignment to be used for CCA and review the **Visual Communication** elements expected of students to demonstrate competence as part of the assessment/assignment.

The following are examples of content and constructs related to the core learning objective of **Visual Communication (Creation)** that are expected in the final artifact produced by students:

- Purpose and Development
 - The Visual demonstrates basic awareness of context, audience, and purpose

- Intent
 - The Visual communicates information related to the presenter's purpose

- Aesthetic/Expression of a Created Visual
 - Visual is relatively clear and easy to understand.
 - Use of visual elements (e.g., white space, text size, headings, color) indicate intent and purpose

The following are examples of content and constructs related to the core learning objective of **Visual Communication (Interpretation)** that are expected in the final artifact produced by students:

- Purpose and Development
 - Detailed description is provided with basic analysis attempting to connect the visual to a larger related context

- Intent
 - Interpretation relates to the big picture/subject area of the main idea

- Clarity of Interpretation of a Visual
 - Interpretation defines the use of the Visual and somewhat explains or contextualizes the use or meaning, identifying the highlights for the audience