Texas A&M University Core Curriculum
Visual Communication Creation Rubric

	Advanced 8	7	Competent 6	5	Developing 4	3	Beginner 2	1	Not Present 0
Purpose and Development	The visual demonstrates a thorough awareness of context, audience, and purpose.		The visual demonstrates adequate awareness of context, audience, and purpose.		The visual demonstrates basic awareness of context, audience, and purpose.		The visual demonstrates little awareness of context, audience, and purpose.		No visual is provided.
Intent	The visual communicates relevant information that substantially enhances the presenter's purpose and can stand alone as a communication strategy.		The visual communicates relevant information supporting the presenter's purpose but cannot stand alone as a communication strategy.		The visual communicates information related to the presenter's purpose but cannot stand alone as a communication strategy.		The visual communicates information related to the presenter's purpose but cannot stand alone as a communication strategy and may not aid in communicating that purpose in a substantial way (e.g., pictures of the subject which are included for no clear reason).		No visual is provided.
Aesthetic/Expression of a Created Visual	Visual is professional, eye catching, and easy to understand. Use of visual elements (e.g., white space, text size, headings, color) is masterful.		Visual is clear and easy to understand. Use of visual elements (e.g., white space, text size, headings, color) indicate careful thought.		Visual is relatively clear and easy to understand. Use of visual elements (e.g., white space, text size, headings, color) indicate some thought, with few elements of clutter.		Visual may not be clear but can be understood with surrounding context. Use of visual elements (e.g., white space, text size, headings, color).		No visual is provided.