Texas A&M University Core Curriculum Visual Communication Creation Rubric

| | Advanced | 7 | Competent | 5 | Developing | 3 | Beginner | 1 | Not Present |
|----------------------|-------------------------|-----|----------------------|------|---------------------------|----|-------------------------|---|--------------|
| | 8 | | 6 | | 4 | 1 | 2 | 1 | 0 |
| Purpose and | The visual | | The visual | | he visual demonstrates | | The visual demonstrates | | lo visual is |
| Development | demonstrates a | | demonstrates | | asic awareness of | | little awareness of | | rovided. |
| | thorough awareness of | ad | lequate awareness | С | ontext, audience, and | С | ontext, audience, and | | |
| | context, audience, and | of | context, audience, | p | urpose. | p | urpose. | | |
| | purpose. | an | d purpose. | | | | | | |
| Intent | The visual | Th | e visual | Т | he visual communicates | Т | he visual | N | lo visual is |
| | communicates relevant | со | mmunicates | i | nformation related to | С | ommunicates | р | rovided. |
| | information that | re | levant information | t | he presenter's purpose | ir | nformation related to | | |
| | substantially enhances | su | pporting the | b | ut cannot stand alone | tl | he presenter's purpose | | |
| | the presenter's | pr | esenter's purpose | a | s a communication | b | ut cannot stand alone | | |
| | purpose and can stand | bυ | it cannot stand | s | trategy. | а | s a communication | | |
| | alone as a | ald | one as a | | | S | trategy and may not | | |
| | communication | со | mmunication | | | а | id in communicating | | |
| | strategy. | str | ategy. | | | tl | hat purpose in a | | |
| | | | | | | S | ubstantial way (e.g., | | |
| | | | | | | | ictures of the subject | | |
| | | | | | | W | which are included for | | |
| | | | | | | n | o clear reason). | | |
| Aesthetic/Expression | Visual is professional, | Vi | sual is clear and | V | isual is relatively clear | ٧ | isual may not be clear | N | lo visual is |
| of a Created Visual | eye catching, and easy | ea | sy to understand. | a | nd easy to understand. | b | ut can be understood | р | rovided. |
| | to understand. Use of | Us | se of visual element | s ι | Jse of visual elements | W | vith surrounding | | |
| | visual elements (e.g., | (e | .g., white space, | (| e.g., white space, text | С | ontext. Use of visual | | |
| | white space, text size, | te | xt size, headings, | s | ize, headings, color) | e | lements (e.g., white | | |
| | headings, color) is | со | lor) indicate carefu | I ii | ndicate some thought, | | pace, text size, | | |
| | masterful. | | ought. | | vith few elements of | | eadings, color). | | |
| | | | - | c | lutter. | | | | |

