



Texas A&M University Core Curriculum Visual Communication Interpretation Rubric

	Advanced 8	7	Competent 6	5	Developing 4	3	Beginner 2	1	Not Present 0
Purpose and Development	A detailed description is provided with specific analysis connecting the visual to a larger related context in an innovative and new way.	A detailed description is provided with general analysis connecting the visual to a larger related context but may omit or gloss over critical details.	A detailed description is provided with surface-level or general analysis attempting to connect the visual to a larger related context.				A general description is provided with vague analysis.		Visual is not interpreted.
Intent	Interpretation accurately identifies the main idea of the visual/figure, highlighting critical details.	Interpretation accurately identifies the main idea of the visual/figure but may omit critical details.	Interpretation relates to the big picture/subject area of the main idea but may be surface level or omit critical details.				Interpretation is inaccurate or inappropriate.		No analysis or description provided.
Clarity of Interpretation of a Visual	Interpretation enhances the meaning of the visual and clearly explains or contextualizes the use or meaning, thus allowing the audience to fully understand the visual.	Interpretation defines the visual and clearly explains or contextualizes the use or meaning, thus aiding the audience's interpretation of the visual.	Interpretation defines the use of the visual and somewhat explains or contextualizes the use or meaning, identifying the highlights for the audience.				Interpretation loosely defines the use of the visual with a vague, nonspecific interpretation.		No visual is described or discussed.

