

Quakertown Community School District
VISUAL PRESENTATION RUBRIC (K-12)

FOCUS	CONTENT	COMPOSITION/CRAFTSMANSHIP	CREATIVITY/ORIGINALITY	CONVENTIONS
Visually concentrates on topic	The presence of accurately documented information and evidence of applied knowledge	The use of the elements and principles of design to express ideas	Work that is visually and decisively expressive	Grammar, mechanics, spelling, usage, and sentence structure

CRITERIA	FOCUS	CONTENT	COMPOSITION/CRAFTSMANSHIP	CREATIVITY/ORIGINALITY	CONVENTIONS
LEVEL 4 EXCEEDS THE STANDARD	<ul style="list-style-type: none"> Shows evidence of a carefully planned design Produces a visually successful work by using the elements and principles of design to express ideas effectively Includes a clear focal point and connects them to other parts of the design 	<ul style="list-style-type: none"> Uses consistently accurate data Develops a visual that can stand alone and be a useful source of information Thoroughly supports the oral presentation 	<ul style="list-style-type: none"> Enhances information through use of space, lettering, and color Uses a variety of shapes to fit the design Strongly considers background Obviously exhibits attention to detail Uses an effective color scheme Uses high quality graphics that directly relate to the content 	<ul style="list-style-type: none"> Shows a visual response using an unusual combination of or changes in several ideas Makes connections to previous knowledge Demonstrates an understanding of problem-solving skills 	<ul style="list-style-type: none"> Demonstrates excellent control of grammar, mechanics, spelling, usage, and sentence formation by making no errors
LEVEL 3 ACHIEVED THE STANDARD	<ul style="list-style-type: none"> Shows some evidence of planning Designs a technically proficient work by using the elements and principles of design Includes a focal point and sufficiently connects it to the other parts of the design 	<ul style="list-style-type: none"> Uses generally accurate data Displays mostly useful source information Sufficiently supports the oral presentation 	<ul style="list-style-type: none"> Sufficiently conveys information through use of space, lettering, and color Somewhat attempts to integrate objects into the design Shows some consideration to the background Exhibits some attention to detail (needs some finishing touches) Uses a sufficient color scheme Uses graphics that generally relate to the content Shows some awareness of filling the space effectively 	<ul style="list-style-type: none"> Displays a visual response with an adequate combination of or changes in several ideas Makes some connections to previous knowledge Solves any problems in a logical way 	<ul style="list-style-type: none"> Demonstrates clear control of grammar, mechanics, spelling, usage, and sentence formation by committing few errors
LEVEL 2 NEARLY ACHIEVED THE STANDARD	<ul style="list-style-type: none"> Shows limited evidence of planning Has a focal point but uses elements and principles of design with limited success 	<ul style="list-style-type: none"> Presents inaccurate or inconsistent data Displays information that requires explanation Partially supports oral presentation 	<ul style="list-style-type: none"> Uses space, lettering, and color that confuses information Uses lettering that either overpowers or diminishes the images Does not integrate objects into the design; objects border the page Uses space ineffectively 	<ul style="list-style-type: none"> Displays an idea that lacks originality Makes few connections to previous knowledge 	<ul style="list-style-type: none"> Demonstrates limited control of grammar, mechanics, spelling, usage, and sentence formation so as not to interfere with understanding the text
LEVEL 1 BELOW THE STANDARD	<ul style="list-style-type: none"> Completes but shows little or no evidence of any planning or understanding of the elements and principles of design Lacks a focal point 	<ul style="list-style-type: none"> Relates little information to the project Develops a visual that is of minimal value as a source of information Does not support oral presentation 	<ul style="list-style-type: none"> Shapes float and are unrelated Uses unrelated graphics or none at all Displays an incomplete visual presentation Shows poor craftsmanship and/or a lack of understanding 	<ul style="list-style-type: none"> Fulfills project requirement but shows no evidence of trying anything unusual Makes little or no connections to previous knowledge 	<ul style="list-style-type: none"> Demonstrates minimal control of grammar, mechanics, spelling, usage, and sentence formation, which interferes with understanding the information