

**Visual Literacy Rubric**

Name: *Alex B*  
Date: *17-3-15*  
Core: *A*

*ME*

| Standard           | Developing Towards Expectation                                                                                                                                                                                     | Approaching Expectation                                                                                                                                                                                                                                     | Meeting Expectation                                                                                                                                                                                                                                                              |                                               |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| LA Visual Literacy | Uses low-quality visual media<br><br>Applied little attention to the development and editing of a visual design and /or sequence<br><br>Presented visual media that lessened the quality and impact of the project | Selected and used some high quality visual media<br><br>Applied moderate attention to the development and editing of a visual design and/or sequence<br><br>Presented visual media that moderately influenced the overall quality and impact of the project | <b>Selected and used relevant, purposeful high quality visual media</b><br><br><b>Developed and edited an effective and creative visual design and/or sequence</b><br><br><b>Presented visual media that positively influenced the overall quality and impact of the project</b> | Not possible for this part of the assessment. |