

Influential Visual Image Scoring Rubric

When rating an influential visual, three categories are important to consider: the content included, the production enhancements that make the visual more engaging, and the overall appearance of the final product. The following rubric will help you determine the quality of your influential visual. *Content* refers to the statistics, facts, statements, and quotations used to introduce the issue to viewers. *Production* and *enhancements* refer to the fonts, colors, and images used to evoke emotions and to polish a presentation. *Overall appearance* refers to the general sense communicated by the final product as a whole.

Basic	Intermediate	Advanced
Content		
<p>Content is often inaccurate. Facts must be checked again.</p> <p>The language used to deliver content is inappropriate for this audience.</p> <p>Audiences will struggle to make sense of the issue being presented because of inaccurate or insufficient content.</p> <p>Audiences are unlikely to be interested in this issue after viewing this final product.</p>	<p>Content is accurate but not especially engaging. Better fact selection would have improved the value of the final product.</p> <p>Content is delivered in language that is appropriate for the intended audience.</p> <p>Audiences are left with unanswered questions about why this issue matters.</p> <p>Audiences may enjoy this presentation but are unlikely to be moved to action.</p>	<p>Content included is accurate and engaging.</p> <p>Content paints a moving picture of the issue being presented.</p> <p>Content is delivered in language that is appropriate for the intended audience.</p> <p>Audiences are drawn into this issue and moved to action by the content.</p>
Production/Enhancements		
<p>The image chosen may seem unrelated to the issue being studied.</p> <p>Source for the image chosen has not been included.</p> <p>Little has been done to use fonts, colors, text sizes, or images to enhance the final product.</p> <p>Final product comes across as careless and amateurish to audience.</p>	<p>The fonts, colors, and text sizes chosen make learning from the final product possible.</p> <p>Source for the image has been included but may not be free from copyright protections.</p> <p>The fonts, colors, text sizes, and image selected for this final product are interesting but may not always communicate the appropriate emotions.</p> <p>The final product is a strong student sample, but few would describe it as professional.</p>	<p>Fonts, colors, and text sizes have been used to emphasize critical ideas in this final product.</p> <p>Source for the image has been included, is publicly available, and is licensed for use under Creative Commons.</p> <p>Image has been carefully selected to evoke an emotional response from viewers.</p> <p>Final product has a professional look and feel that engages viewers.</p> <p>Viewers will easily remember this final product.</p>

Basic	Intermediate	Advanced
Overall Appearance		
<p>Final product includes too much text, text that is poorly sized, or fonts that are unreadable when shared with an audience.</p> <p>Quality of the image is poor. Image is poorly sized, distorted, too dark, or too light.</p> <p>There appears to be no logical layout to the final product. Content and images appear to be scattered, making the message hard to follow.</p> <p>The use of word art and clip art is unprofessional, distracting viewers from the intended message of the final product.</p>	<p>Final product includes an appropriate amount of text that is clearly visible and easy to read when shared with an audience.</p> <p>The quality of the image shared is average. While the image is generally undistorted, it may distract viewers or be inappropriate for the intended message of the final product.</p> <p>There is a clear organization to the final product, but the organization may be ineffective, causing the viewer to work in order to understand the intended message of the final product.</p> <p>If word art or clip art have been used, it has been done appropriately and does not distract viewers.</p>	<p>Text has been carefully chosen, communicating important ideas in as few words as possible. As a result, the final product is clearly visible, easy to read when shared with an audience, and very informative.</p> <p>The image shared is extraordinary. Not only is it undistorted and appropriate for the intended message of the final product, but it is also powerful and engaging.</p> <p>The organizational strategy for the final product is effective. Important content stands out without confusion.</p> <p>Word art and clip art have not been used. Instead, the intended message is communicated through powerful words, clean fonts, and an interesting image.</p>