VISUAL LITERACY RUBRIC
Created by Kathy Schrock
EFFECTIVE PRESENTATIONS

CATEGORY	EXCEEDED EXPECTATIONS	MET EXPECTATIONS	FALLS SHORT OF EXPECTATIONS
Color	All text was readable on the background. The background colors were appropriate for the content included in the presentation and adhered to the research for the use of background colors.	Sometimes utilized colors for backgrounds/fonts which made the text unreadable. Used background colors that may have elicited emotions that were not appropriate for the presentation.	Utilized colors for backgrounds/fonts which made the text unreadable. Also used background colors that elicited emotions that were not appropriate for the content of the presentation..
Font	Few variations of fonts were included. All fonts were readable and adhered to the research for style of font to be used. Font size used allowed easy reading of the information.	Some different fonts were included on slides. Some fonts were hard to read because of style and/or size.	Multiple fonts were included on each slide and even on the same slide. Many fonts that were hard to read were used. Fonts that were very small were used.
Animation and Sounds	Animations that were appropriate to the presentation of the content were included. A consistent transition was used between all slides. Sound/music included supported the content of the presentation.	Animations were used on various slides, but did not enhance the slide show. More than one type of transition was used between slides. Sounds were used that may or may not have supported the content of the slide show.	Multiple animations were used on a single slide. Differing transitions were utilized between every slide. Many different sounds were used for both animations and transitions and they did not support the content of the slide show.
Images	Images were used to illustrate a concept that was being described within the text, strengthen a point of persuasion, to represent data that was being described within the text, or to express a feeling or attitude.	Some images used supported the learning of the content, but most were simply decorative and might be distracting for the learner.	Images used were distracting, unrecognizable, too small or large, and did not support the learning of the content.