Name: _____   Date: _____

Visual Presentation Rubric

Project: _____

Element	Level 1	Level 2	Level 3	Level 4
Planning				
1. Sketches a rough plan for the poster or web page.	Discusses or considers plan, but does not sketch it.	Starts a sketch, but does not complete it.	Completes sketch or some other method of planning poster or web page.	Uses sketch or organizer backed up by written planning.
2. Provides a clear main theme.	Fails to provide a theme.	Uses a theme that is not related to topic.	Provides clear and appropriate main theme.	Provides new way of looking at main theme.
3. Uses own ideas.	Needs encouragement, then duplicates samples provided or displayed.	May make minor changes before duplicating samples provided or displayed *or* uses ideas suggested by other class members without making any modifications.	Develops own ideas.	Develops own creative or original way to present information.
Subject Knowledge				
4. Interprets and explains subject matter in full and provides supporting details.	Provides cursory interpretation of subject matter, with no supporting details.	Provides cursory interpretation of subject matter, with some supporting details.	Provides interpretation of subject matter, with supporting details.	Provides complete interpretation of subject matter, with full supporting details.
5. Relates the subject matter to everyday life or familiar situations.	Does not relate the subject matter to daily life or familiar situations.	Incorrectly relates the subject matter to daily life or familiar situations.	Appropriately relates the subject matter to daily life or familiar situations.	Clearly and insightfully relates the subject matter to daily life or familiar situations.
Organization				
6. Organizes poster or web page.	With a lot of support, provides rudimentary organization.	With support, able to organize material.	Independently organizes poster or web page.	Clearly organizes poster or web page so all parts are evident.
7. Produces visually appealing and legible poster or web page.	Produces poster or web page that is difficult to read.	Produces poster or web page that is readable, but has little visual appeal.	Produces poster or web page that is legible and visually appealing.	Produces poster or web page with high visual appeal and legibility.
Format				
8. Includes all the required elements (e.g., title, words, visuals, charts).	Includes few elements or uses them inappropriately.	Includes some appropriate elements.	Includes most appropriate elements.	Includes all appropriate elements and uses each one well.

Name: _____   Date: _____

Element	Level 1	Level 2	Level 3	Level 4
Communication				
9. Uses appropriate words and terms.	Uses inappropriate words and terms.	Uses inappropriate words *or* terms.	Uses appropriate words and terms.	Uses appropriate, clear, and correctly spelled words and terms.
10. Works to correct spelling and grammar.	Develops only one draft, which has many errors in spelling and grammar.	Has a peer or teacher mark errors in spelling and grammar in the first draft, but does not fix them.	Fixes the errors in spelling and grammar marked in the first draft.	Fixes the errors in spelling and grammar marked in the first draft, and then has a peer or teacher mark errors in the second draft and fixes them too.