
VISUAL LITERACY RUBRIC

Created by Kathy Schrock

EFFECTIVE PRESENTATIONS

CATEGORY	FALLS SHORT OF EXPECTATIONS	MET EXPECTATIONS	EXCEEDED EXPECTATIONS
Color	Consistently 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.	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.	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 background colors.
Font	Different fonts were included on each slide and even on the same slide. Many fonts that were hard to read were included. Fonts that were very small were included.	Some different fonts were included on slides. Some fonts were hard to read because of style and/or size.	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.
Animation and Sounds	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.	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.	Animations that were appropriate to the presentation of the content were included. A consistent transition was used between all slides. Sounds that were included supported the content of the presentation.
Images	Images used are distracting, unrecognizable, too small or large, and do not support the learning of the content at all.	Some images used support the learning of the content, but most are simply decorative and may be distracting to the learner.	Images were used to illustrate a concept that is being described within a text, strengthen a point of persuasion, to represent data that is being described within the text, or to express a feeling or attitude.

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