

Course (Prefix and Number): _____ Course Section Number: _____ Instructor: _____

Student Name: _____ Student ID: _____

VISUAL COMMUNICATION RUBRIC

	Capstone 4	Milestone II 3	Milestone I 2	Benchmark 1	Below 0	Score
Purpose	The visual elements being used are especially effective, providing significant added value to the communication.	The visual elements are serving a clear purpose in the overall communication (i.e., they provide additional information or highlight key points, etc.)	It is not always clear what purpose the visual elements serve in the overall communication (i.e., some of the visuals may have a clear purpose while others do not) or there may not appear to be a good reason to include some of the visuals.	The audience can't identify what purpose the visual elements serve in the overall communication or there appears to be no value added by the visuals.	Fail to meet benchmark requirements.	
Audience Adaptation	The visual elements are especially effective for the audience, and the student puts the visual elements into a clear context, which helps to foster a deeper understanding of the message's content.	The visual elements are appropriate for the audience, fostering a good understanding of the message's content.	The visual elements being used are appropriate for the audience, but are not especially useful or informative.	The visual elements being used are not appropriate for the audience.	Fail to meet benchmark requirements.	
Design	The visual elements of the communication are professional, eye catching, and easy to understand. The student has made sophisticated design choices based on their rhetorical function.	The visual elements are clear and easy to understand. There is evidence that careful thought was given to the rhetorical function of the design choices.	The visual elements are relatively clear and easy to understand. There is some evidence that a few rhetorically appropriate design choices were made.	The visual elements are difficult to make sense of. There is little to no evidence that the student has given thought to the rhetorical function of the design choices.	Fail to meet benchmark requirements.	

Adapted from Texas A&M's Visual Communication Rubric (which draws on AACU's Oral Communication VALUE rubric, the National Communication Association's Speaking and Listening