Analytical Visual Literacy Rubric: For assessing students' analyses of visual artifacts as communication
Skidmore College 2019

Scoring level>		**1 ineffective**	**2 acceptable**	**3 effective**	**4 outstanding**	**N/A**
Looks carefully at an image and accurately observes content/subject	**A**	Inadequately recognizes and/or inaccurately identifies content/subject	Recognizes content/subject	Articulates some details that convey content/subject	Insightfully articulates details significant to the argument	
Looks carefully at an image and accurately observes how the content/subject is represented	**B**	Inadequately accounts fo		Accounts for many formal qualities; accurately identifies medium or technology	Recognizes whether image is reproduction or original, if appropriate, and/or accounts extraordinarily well for formal qualities and relates them to medium or technology	