Visual Communication Rubric: PowerPoints as an example of visual communication (Work in Progress)
Skidmore College 2019

Scoring level/points >		0 Unacceptable	Appropriate templat e (if there is one); elements thoughtfully arranged; neutral background or if	2 Acceptable	3 Effective	4 Outstanding	N/A
MATERIALS							
LAYOUT	A	Obtrusive template; random; poor use of available slide space; aesthetically jarring oversight or miscalculation (e.g. major disproportion between size or placement of text and images, or use of an unsuccessfu; random textual spacing; widow/orphans	not neutral, motivated use; inoffensive integration of text and image; appropriate textual spacing; avoids widow/orphans		Appropriate template (if there is one); elements thoughtfully arranged; uncrowded composition unless information density is being used to make an effective point; neutral background or if not neutral, motivated use; thoughtful integration of text and image; appropriate or occasionally effective integration of text and image; inoffensive colors or effective use of offensive colors; stylistic coherence; if minimalist, thoughtful and effective	Appropriate template (if there is one); elements thoughtfully arranged; uncrowded compositio n unless information density is being used to make an effective point; neutral background or if not neutral, warranted; nuanced integration of text and image; effective integration of text and image; thoughtful /expressive color use; stylistic coherence; if minimalist, thoughtful and effective	too large or sm few/too many; excessively det charts/graphs (
					headers/captions/titles	Advancing understanding/ may provide new information/perspective s; high quality (unless lack of quality/clarity warranted); appropriately sized; appropriate number; details included to underscore points, if relevant; readable/self-	

Scoring level/points >		0 Unacceptable	1 Ineffective	2 Acceptable	3 Effective	4 Outstanding	N/A

PRESENTATION

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Scoring level /points >		0 Unacceptable	1 Ineffective	2 Acceptable	3 Effective	4 Outstanding	N/A
		unnecessary, confusing, showy, overused; jarring or overly dramatic transitions that call attention to themselves unless melodrama warranted	readability and/or disrupts pacing; distracting transit ions but not overly dramatic or jarring except for effect	slide where appropriate; additive elements add meaning and/or clarity, judiciously used; non-distracting transitions	additive elements enhance the presentation and add meaning and/or clarity; logical/appropriate/non - distracting transitions	additive elements enhance the presentation and add meaning and/or clarity; none or extremely effective transitions	
CONTENT GUIDELINES/ AUDIENCE AWARENESS	F	Offensive (racist, sexist, homophobic, etc.); unaware of color blindness	Careless references to identity categories; unaware of color blindness	Nothing explicitly offensive, however content could be misconstrued; aware of color blindness	Demonstrates sensitivity to a diverse audience; aware of color blindness	Actively addresses a diverse audience; aware of color blindness	

Explanation of terms:

A. Layout — how elements (images, text) appear on the slide; composition of elements on the slide; template (theme)
B. Images — clip art, photography, data visualization, stock photos, high art, moving images
C. Text & Typeface/Font — spelling, grammar, organization (bullets, etc.); for our purposes typeface/font used interchangeably; includes nature of font, point size, upper/lower -case, weight (bolding), color, italicization; expressive punctuation
D. Technical elements — use of technology in delivery; functioning of audio and moving image elements
E. Sequence — order of slides, transitions, additive elements
F. Content Guidelines — anticipates a diverse audience

Further terminology :
Transition = visual effect in between slides that signals a shift from one slide to the next (e.g. fade, wipe, vortex, dissolve…)
Additive elements = st6 ( )]TJ 4Tc 0.0046 (l)-46 -0 0 9.9ank-13.3