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

		T	Appropriate templat e (if			T	
Scoring		0 Unacceptable	there is one featingents	2 Acceptable	3 Effective	4 Outstanding	N/A
level/points >			thoughtfully arranged;				
MATERIALS			neutral background or if				
LAYOUT	Α	Obtrusive template	e; not neutral, motivated		Appropriate template (if	Appropriate template (i	f
		random; poor use	ofuzile; inoffensive		there is one); elements	there is one); elements	
		available slide spa	centegration of text and		thoughtfully arranged;	thoughtfully arranged;	
		aesthetically jarring	g image; appropriate		uncrowded composition	uncrowded compositio	n
		oversight or	textual spacing; avoids		unless information	unless information	
		miscalculation (e.g	g. widow/orphans		density is being used to	density is being used to)
		major disproportio	•		make an effective point;	make an effective point	,
		between size or			neutral background or if	neutral background or i	f
		placement of text a	and		not neutral, motivated	not neutral, warranted;	
		images, or use of	an		use; thoughtful	nuanced integration of	
	unsuccessfu; random textual				integration of text and	text and image; effective	е
	spaci	ng; widow/orphans			image; appropriate or	integration of text and	
	·				occasionally effective	image;	
					integration of text and	thoughtful /expressive	
					image; inoffensive colors	color use; stylistic	
					or effective use of	coherence; if minimalis	t,
					offensive colors; stylistic	thoughtful and effective	9
					coherence; if minimalist,	Ü	too large or
					thoughtful and effective		few/too man
						Advancing	excessively
						understanding/ may	charts/graph
						provide new	
						information/perspective	
						s; high quality (unless	
						lack of quality/clarity	
						warranted);	
						appropriately sized;	
						appropriate number;	
						details included to	
						underscore points, if	
					headers/captions/titles	relevant; readable/self-	

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

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 transitions 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 use of technology in delivery; functioning of audio and moving image elements

D. Technical elements use of technology in delivery; functioning of audio 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