



Evaluation rubric for the visual product

Group topic _____

Names _____

Date _____

Criteria	Level 1 50% to 59%	Level 2 60% to 69%	Level 3 70% to 79%	Level 4 80% to 100%
Organization (use of space, balance)	Poor.	Better.	Very good.	Excellent.
Visual appeal (focal point, colour, use of words, symbols, graphs, charts, graphics)	Missing or poor use.	Some use of required focal point, symbols, colour, graphics.	Very good use of focal point, colour, graphics.	Excellent use of focal point, colour, graphics.
Content (major and minor points evident, ideas are extended)	Missing.	Missing some points, no extension of ideas.	Very good presentation of main points, some attempt to extend ideas.	Excellent presentation of major ideas and extensions.
Communication of required knowledge (shows evidence of clarity and precision)	Little clarity and precision.	Some clarity and precision evident.	Generally shows clarity and precision.	Excellent clarity and precision.

Comments
