Outcome #7c: Visual Communication

	Exemplary	Competent	Emerging	Undeveloped
Appropriateness for intended audience	Main topic is highly engaging for primary audience. Level of complexity appropriate. Terminology, language, acronyms, labels explained when used for the first time. Level of formality matches primary audience. Creative elements used judiciously.	Main topic is of interest to the primary audience. Level of presentation too complex or too simplistic for a few audience members. Limited use of unexplained terminology, acronyms, or labels. Level of formality appropriate for most audience members, creative elements used carefully.	Main topic of little interest to several audience members. Level of presentation too complex or too simplistic for several audience members. Frequent use of unexplained terminology, acronyms, or labels. Level of presentation too formal or too informal for several audience members, creative elements less appropriate.	Main topic is of no interest to majority of the audience. Level of presentation too complex or too simplistic for majority of audience. Excessive use of unexplained terminology, acronyms, or labels. Level of presentation too formal or informal for majority of audience. Creative elements inappropriate.
Organization and visual presentation	Context, purpose and organization made explicit to audience. Layout of visual communication compelling and clearly draws attention to central theme. Order/arrangement is logical and promotes easy understanding of topic(s) presented. No spelling or grammatical errors.	Context, purpose and organization apparent, but not made explicit. Layout of visual communication draws attention to central theme. Order/arrangement is logical and promotes understanding of topic(s) presented. Few spelling or grammatical errors.	Purpose and organization not explicit, little context provided. Layout of visual communication less effective to draw attention to central theme. Order/arrangement not logical or doesn't promote understanding of topic(s) presented. Some errors.	Purpose and organization neither apparent nor explicit. Context not provided. Elements and layout of visual material draws attention away from main topic or theme. Illogical order or arrangement that inhibits easy understanding. Frequent errors.
Clarity of Central Theme/topic(s)	Limited to one or two main topics. Graphics point to theme/topic that is easily evident to audience. Demonstrates depth of relevant knowledge. If more than one topic, relation between topics is evident or very well explained. Transition from one topic to the next is logical and obvious.	One or two topics addressed. Graphics make central theme discernable to audience. Demonstrates adequate relevant knowledge. If two topics are covered, relationship between topics not clearly explained. Acceptable transition from first topic to second.	One or two topics addressed. Graphics make central theme discernible only by an expert in the field. Less evidence of subject knowledge. Relationship between topics not explained or apparent. Transition from first topic to second not logical or obvious	Attempted to cover too many topics. Central theme or topic not apparent to audience. Incorrect information indicates limited knowledge. If two topics included, relationship between topics not explained or apparent. Transition between topics not logical or obvious.
Optional: Supporting material used when appropriate	Compelling use of multiple sources of appropriate supporting material provided. Material is timely for the topic or theme. Source of material is clearly and completely documented.	Sufficient amount of appropriate supporting material provided. Material is timely for the topic or theme. Source of material is clearly and completely documented.	Insufficient amount of supporting material used. Supporting material not timely or source of material is not clearly or completely documented.	Supporting material absent or inappropriate for promoting clear understanding. Supporting material not timely and source not documented.