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| **Visual Display Rubric** (General) for Media, Poster, Audio and other presentations. |
| Criteria |  | Not Yet Meeting | Meets (Minimally) | Fully Meets | Exceeds |
| **Content** |  | * Very few details to support main idea
* Information is not accurate
* Information does not clearly support the project’s purpose
 | * Adequate information, but lacking in supporting detail
* Purpose of project may be unclear
 | * Accurate information for almost all subject matter
* Adequate supporting detail
* Information is adequate and supportive of project’s purpose
 | * Accurate and detailed information
* ‘Extra’ information supports purpose of project
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| **Focus** |  | * Topic, sub topics and title are not clearly identified
* Illustrations do not complement purpose of visual
* No visual supports (illustrations, pictures and/or charts and diagrams)
 | * Most topics, sub topics and/or title are not clearly identified
* Few illustrations complement purpose of project
* Inadequate amount of visual supports (illustrations, pictures and/or charts and diagrams)
 | * Most topics, sub topics and title are identified
* Most illustrations complement purpose of project
* Adequate amount of visual supports (illustrations, pictures and/or charts and diagrams)
 | * All topic, sub topics and title are clear and easily identified
* All illustrations complement purpose of project
* Complete visual support (illustrations, pictures and/or charts and diagrams)
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| **Visual Appeal** |  | * Little attempt to use color, design and space appropriately
* Design is dull
* Project has sloppy appearance
* Neatness: Overall poor quality. Many distracting visual elements (glue, and/or torn edges, and/or elements are not straight
* Illegible
 | * Little use of color
* Poor use of space
* Design lacks creativity
* Lack of harmonious design in presentation
* Neatness: Some excess glue, and/or torn edges, and/or elements are not straight
* Some words may be difficult to read or are confusing
 | * Adequate use of color
* Effective use of space
* Overall design is mostly pleasing and harmonious
* Neatness: No excess glue, torn edges, elements are straight
* Most words are legible (font and size)
 | * Outstanding use of color
* Original and creative design
* Overall design is pleasing and harmonious
* Outstanding neatness: No excess glue, torn edges, elements are straight
* All words are legible (font and size)
* The WOW factor!
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| **Conventions** |  | * Very frequent grammatical and spelling errors causing distraction to reader
 | * Frequent grammatical errors, may cause distraction to reader
 | * Mostly free of grammatical errors
 | * Free of grammatical and spelling errors
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