

Visual Aid Rubric

	Advanced	Proficient	Basic	Below Basic
Layout/Color	The composition of the poster/slides shows a visual balance amongst text, pictures, art, graphics and white space. Color and contrast attract attention and guide the reader. The visual aid is neat and uncluttered.	The composition of the poster/slides shows a visual balance amongst text, pictures, art, graphics and white space most of the time. Color and contrast attract attention and guide the reader most of the time. The visual aid is neat and uncluttered.	The composition of the poster/slides shows a visual balance amongst text, pictures, art, graphics and white space some of the time. Color and contrast attract attention and guide the reader some of the time. The visual aid lacks neatness or is cluttered.	The composition is not balanced. Excessive use of white space or text, pictures, art, and graphics. Lacks color. Lacks contrast. The visual aid is cluttered and lacks neatness.
Visuals	A sufficient number of pictures, artwork and graphics, deliberately related to the topic, and large enough to be seen from 6 ft. away.	An adequate number of pictures, artwork and graphics, clearly related to the topic. Most are large enough to be seen from 6 feet away.	A minimal number of pictures, artwork and graphics, randomly related to the topic. Some are large enough to be seen from 6 feet away.	Almost all pictures, artwork and graphics are not related to the topic. Almost all are too small to be distinguished from 6 feet away.
Graphics, Sound, Animation	All graphics are easy to read, and deliberately related to the topic. Sounds and animation are placed purposefully in the presentation.	All graphics are easy to read and mostly related to the topic. Almost all sounds and animation are placed purposefully in the presentation.	Some graphics are difficult to read and only related to the topic some of the time. Some of the sounds and animation are placed purposefully in the presentation.	Graphics are difficult to read and not related to the topic. Sounds and animation are placed haphazardly in the presentation.
Text Elements	Fonts are consistent, legible and easy to read from 6 feet away. Background colors enhance readability of all text.	Fonts are consistent, legible and easy to read from 6 feet away most of the time. Background colors enhance readability of most text.	Fonts are consistent, legible and easy to read from 6 feet away some of the time. Background colors enhance readability of some text.	Fonts are not consistent, illegible and difficult to read from 6 feet away. Background colors make text difficult to read.
Grammar and Mechanics	No errors in grammar, capitalization, punctuation, and spelling.	Few errors in grammar, capitalization, punctuation and spelling.	Some errors in grammar, capitalization, punctuation and spelling.	Multiple errors in spelling, capitalization, punctuation, usage and grammar.