**RUBRIC:** This rubric will be used to grade your visual compositions in this course. Use it determine how well you have presented your information.

<table>
<thead>
<tr>
<th>Planning</th>
<th>Developing Content</th>
<th>Constructing</th>
<th>Reflection</th>
</tr>
</thead>
</table>
| • There is little evidence of planning.  
• The planning is not developed or is unclear. | • Much of the content is directly copied. There is little or no original content.  
• The content is inappropriate or inaccurate.  
• Copy written materials are used without permission. | • The visual composition shows little care or effort.  
• The quality of the visual composition is poorly constructed  
• The visual composition is not suitable for the purpose or for the audience.  
• Information is inaccurate, inappropriate and/or is difficult to access.  
• The visual composition is inefficient or hard to read. | • Responses show little analysis of the visual composition  
• Student cannot indicate where or how the design elements and/or principles are used in the composition  
• Student cannot state why the elements and/or principles have been applied in the visual composition |
| • A detailed plan is created that covers the development process.  
• A script is developed which contains an acceptable level of detail. | • Some elements of the content are quoted. The quoted material is acknowledged appropriately.  
• The majority of the content is original.  
• Where copy written materials are used and permission has been sourced for its use.  
• The student uses royalty free materials like music.  
• The student creates or generates his own media.  
• The content is appropriate or accurate | • The visual composition shows care and effort.  
• The quality of the visual composition is excellent  
• The purpose of the digital visual composition is clearly stated.  
• The digital visual composition is suitable and appropriate for the purpose, it conveys information easily and shows imagination and care.  
• The information is accurate or appropriate.  
• The intended audience is clearly stated.  
• The digital visual composition is designed for its intended audience.  
• The digital visual composition is efficient. | • Responses are a thorough examination of the visual composition  
• Student has indicated with precision where and how the elements and/or principles of design have been used in the visual composition  
• Student has stated why the elements and/or principles of design have been applied in the visual composition |

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Beauty Is In The Eye Of The Beholder - Rubric