

<b>Visual Evaluation: Rubric</b>	<b>Points Possible</b>	<b>Points Earned</b>
<p><b>MLA formatting</b></p> <ul style="list-style-type: none"> <li>• Times New Roman 12-point is used for all text.</li> <li>• Entire document is double-spaced.</li> <li>• Header at the top right corner of the page contains last name and page number.</li> <li>• Includes four lines of contact information left-aligned on the first four lines.</li> <li>• Title is centered and does NOT include any other special formatting.</li> <li>• All margins set to 1 inch.</li> <li>• Uses appropriate, creative title for this assignment.</li> </ul>	<b>10</b>	
<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Provides focus and direction for the rest of the essay.</li> <li>• Includes thesis statement.</li> <li>• Is a substantial paragraph.</li> <li>• Engages reader’s interest.</li> </ul>	<b>10</b>	
<p><b>Description</b></p> <ul style="list-style-type: none"> <li>• Is a substantial paragraph.</li> <li>• Provides adequate visual detail of image.</li> <li>• Uses descriptive language.</li> <li>• Uses objective language.</li> </ul>	<b>10</b>	
<p><b>Color</b></p> <ul style="list-style-type: none"> <li>• Is a substantial paragraph.</li> <li>• Applies 2 principles of color.</li> <li>• Does NOT cite class reading.</li> <li>• Focuses on how color was used.</li> <li>• Uses descriptive and objective language.</li> </ul>	<b>10</b>	
<p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Is a substantial paragraph.</li> <li>• Applies 2 principles of design.</li> <li>• Does NOT cite class reading.</li> <li>• Focuses on how design elements were used.</li> <li>• Uses descriptive and objective language.</li> </ul>	<b>10</b>	
<p><b>Audience &amp; Purpose</b></p> <ul style="list-style-type: none"> <li>• Is a substantial paragraph.</li> <li>• Explains audience (intended, actual, etc).</li> <li>• Explains intended purpose (impression, product appeal, etc.).</li> <li>• Uses objective language.</li> </ul>	<b>10</b>	

**Visual Evaluation: Rubric**  
(continued)

**Points Possible**

**Points Earned**

**Effectiveness**

**10**

- Is a substantial paragraph.
- Asserts claim of effectiveness.
- Provides adequate support, elaborates upon points, offers relevant examples, etc.
- Uses objective language.

**Conclusion**

**5**

- Does not introduce new material.
- Recaps the main points of report.
- Offers appropriate sense of closure.

**Works Cited**

**5**

- Is its own page.
- Title is Works Cited.
- Title is centered on first line of page.
- Includes one citation.
- Titles of articles and other short works are enclosed in quotation marks.
- Titles of books, databases, journals, and other long works are italicized.
- Uses title case for all article and book titles.
- Uses hanging indentation.

**Style**

**10**

- Coherent.
- Clear.
- Organized.
- Uses mixture of sentence types.
- Uses appropriate tone.
- Uses sentence- and paragraph-level transitions.

**Editing**

**10**

- Avoids misspelled words; omitted words; incomplete words; homonyms; compound-type words; unnecessary words
- Avoids run-ons; comma splices.
- Uses appropriate point of view; avoids second-person point of view and shifts in point of view.
- Uses appropriate punctuation, grammar, and mechanics.