

# User Friendly- VISUALLY LITERATE CONSUMER

A rubric that is understandable enough for students to assess their own growth.

## Literacy Skills

Skill	Emerging	Developing	Proficient	Exemplary
A. VISUAL IMAGES - Real, Imaginary, or Symbolic	Can not tell if the image is real, imaginary, or symbolic.	Can identify some real, imaginary, or symbolic elements of the image.	Can identify enough real, imaginary, or symbolic elements of the image.	Can thoroughly identify real, imaginary, or symbolic elements of the image.
B. MESSAGE of the IMAGE- Including Text)	Does not understand what the image means	Does understand some of the meaning.	Does understand the meaning of the image.	Really gets the message.  Thoroughly understands its meaning.
C. WHY DOES THIS IMAGE WORK?	Does not understand how the parts of the image influence the message.	Has some understanding of how the parts of the image helped create the message.	Understands how the parts of the image influenced the effectiveness of the message. (Did it do its intended job?)	Understands how the parts of the image influenced own reactions and/or thinking. (Did it do its intended job?)
D. VISUAL DESIGN - borders, color, cropping, font labels line , media, scale, spacing	Has no knowledge or understanding of design elements that were used to create the image.	Has limited knowledge understanding of design elements that were used to create the image.	Can identify and explain some design elements that were used to create the image.	Really knows and understands design elements that were used to create the image.