

User-Friendly VISUALLY LITERATE PRODUCERS

Are you a visually literate producer? Use this rubric to assess your learning.

Literacy Skills

Skill	Emerging	Developing	Proficient	Exemplary
A. VISUAL PRODUCT	Uses materials in the visual product that do not meet the needs of the audience.	Uses materials in the visual product that somewhat meet the needs of the audience.	Uses materials in the visual product that meet the needs of the audience.	Uses materials in the visual product that meet the need of the audience and wows them with the presentation.
B.Product Design:OVER ALL APPEARANCE	Work shows little planning, organization, or visual appeal	Work is somewhat attractive, but not well-organized & visually appealing. Fairly good balance of text, color, & graphics.	Work is attractive, well-organized & visually-appealing product. Good balance of text, color, & graphics.	Adds the WOW factor.
C.Product Design:READ ABILITY	Headings and text are hard to read (due to color, size, or font choice).	Headings and text are not always easy to be found and read.	Headings and text are easily found and read by audience.	Headings are easily found and read. Text is clear and easily read by audience. Creative use of text matches the message.
D. Product Design:ALIGNMENT of TEXT,GRAPHICS,INFORMATION	Uses poor alignment of information (text and/or graphics).	Aligns some information (text and/or graphics).	Aligns information (text and/or graphics) appropriately: left, right, or center.	Aligns the information, giving order to the page. Graphics are strategically placed for effect.
E. Product Design:USE of AVAILABLE SPACE	Uses little planning. Space is not used effectively. Text & graphics run into each other.	Does not use many areas of space effectively. There is either too little or too much space between content & graphic pieces	Uses space well, to organize ideas & information.	Uses space creatively. Added the "wow" factor.
F. Product Design:QUALITY GRAPHICS THAT ARE RELEVANT to the PRODUCT'S CONTENT	Graphics somewhat relate to text; some quality could be better.	Most graphics relate to the content &/or text and are of good quality.	Graphics relate to the content &/or text and are of good quality.	Has creative use of graphics that enhance the content of the message.
G. Product Design :PARALLEL CONSTRUCTION (color, font, theme)	Product does not have built-in similarity/pattern. Product parts not similar in appearance; it's difficult to tell they are part of the same product.	Product elements are exactly or almost the same. The color, font or theme is repeated.	Product has built-in similarity/pattern. The color, font or theme is repeated.	Has unique use of patterning that enhances product effectiveness.
H. Information/Communication:CONTENT	Product does not demonstrate learning expectations. No impact on audience.	Product demonstrates some learning expectations. Little impact on audience.	Learning expectations are met through the visual product. Audience is impacted by product.	Product demonstrates advanced learning. (not just more facts). Audience is heavily impacted by product.