



Formal Visual Communication Rubric

(note: For videos that demonstrate writing, speaking & technological expertise, see CxC's comprehensive rubric)

Student Name: _____ Assignment: _____ Assessor: _____ Date: _____

For formal assessment, provide a copy of the assignment if possible

Criteria (compared to other LSU undergraduates)	Weak 1	2	3	4	5	Strong 6	Not Applicable
	→						
Meets assignment’s specifications							
Focuses message on viewer’s needs							
Balances simplicity with coverage							
Displays high quality and good technique in drawings, graphics, photos, designs, video, etc.							
Unifies elements using repeated motifs, graphic elements, connection to text, etc.							
Employs appropriate contrasts (e.g., color, fonts, sizes)							
Aligns graphic elements and space appropriately							
Employs appropriate movement or navigation							
Optional Criterion 1							
Overall Assessment							

Overall priorities for revision (if assessment is for a draft) or final comments: