

# Visual Composing

Performance level	Exemplary	Competent	Developing	Emerging
<b>Category</b>	Responds <i>creatively</i> , requiring little or no revision	Responds <i>fully</i> , requiring limited revision	Responds <i>incompletely</i> , requiring focused revisions	Responds <i>inappropriately</i> , requiring extensive revision
<b>DO THE VISUAL ELEMENTS CONTRIBUTE SUBSTANTIVELY TO THE OVERALL COMMUNICATION?</b>				
<b>Context</b> PURPOSE POSITION AUDIENCE	Integrated, professional and persuasive visual experience with a clear and complex message, experience, or pattern; personal features that enrich the visual experience without becoming self-indulgent; engaging title, headings, captions	Coordinated and mutually supportive visual and verbal elements; consistent visual attitude toward the subject matter or the audience; effective and integrative title, headings, and captions	Workable visual strategy but poorly implemented; some uncertainty about the focus or a or visual-verbal relationships; use of stock visuals; general, ineffective title, headings, or captions; impact not persuasive	Inconsistent visual strategy; evidence of an overall visual focus but poorly or unevenly implemented; misleading or missing title, headings, or captions; neither professional nor persuasive
<b>Substance</b> SCOPE DEPTH RELEVANCE FAIRNESS	Subtle, inventive use of visuals to enrich and extend other content; scrupulous attention to visual detail for analysis or sensorial/aesthetic experience; fair visual representation, extends persuasive argument	Coordinated, well-developed, and purposeful visual content with many visual that invite in-depth analysis; clear visual-content relationship; personal visuals distinguishable from borrowed sources	Trite or oversimplified visual content; some conflict between the visuals and other content; visuals used more for decoration; some visual movement may end abruptly or awkwardly	Broad, ambiguous, or distracting visuals for the situation; no overall visual strategy; some quality or coverage issue in at least one major visual; some credibility issues
<b>Organization</b> FOCUS STRUCTURE RELATIONSHIP EMPHASIS	Unique integration of visual objects for overall effect; visual division of information clear; effective use of color, typography, and spatial layout; clear complex text-graphic directionality	Immediate impression of well-organized visual elements; discrete visual objects with clear roles in the overall effect directional texts and graphics; natural transparent division into sections	At least one undefined strategic visual object or section; unclear visual foci; some directionality though visual movements may end abruptly or awkwardly	Inappropriate or uncertain visual focus; major visual object unconnected to overall rhetorical scheme; neglected or nonstandard directionally; mis-positioning; mis-sizing
<b>Style</b> CONVENTIONS AESTHETICS VARIETY	Visual surprises, historical allusions, irony, or contrasts that maintain interest and deepen the experience; clear visual genre; scrupulously responsible citation of sources in a form appropriate to the situation	Visual conventions that are clearly defined, from graphic style to headings, layout, and navigation; clear, functional, accurate citation of sources; visual interest and hierarchy; recognizable visual aesthetic	Major distractions to the visual strategy; boring, mechanical consistency; failure to document some sources or misuse of the standard documentary style; some problems in layout	Lack of purposeful visual contrasts; evidence of a visual strategy but poorly implemented; failure to document sources; layout problems, including distractions; problems with margins and alignments around visuals
<b>Delivery</b> CONSISTENCY ENGAGEMENT ACCESSIBILITY LAYERING	Judicious technical decisions about media, color, size, resolution, format, luminance, type, sharpness, accessibility, interactivity	User-friendly, integrated use of media, color, size, resolution, format; efficient and accessible design, readable type, reasonable sharpness, some interactivity	Uncertain visual conventions caused by misuse of space or weak selection of visuals, some visual clutter or purposeless decorations, design less accessible	Inconsistent or uncertain visual conventions caused by misuse of space, visual clichés, omission of key media, or access barriers

## Oral Presentation

Performance level	Exemplary	Competent	Developing	Emerging
<b>Category</b>	Responds <i>creatively</i> , requiring little or no revision	Responds <i>fully</i> , requiring only minor revision	Responds <i>incompletely</i> , requiring focused revisions	Responds <i>inappropriately</i> , requiring extensive revisions
<b>DOES THE SPEAKER OR GROUP COMMUNICATE SOMETHING WORTHWHILE TO THE AUDIENCE?</b>				
<b>Context</b> PURPOSE POSITION AUDIENCE	Subtle challenging claim; well-informed position; engaging attitude toward topic and audience; effective and persuasive	Explicit, fully developed claim; definite position; firm attitude toward topic and audience, somewhat persuasive	Unclear claim; ambiguous or tentative position; some inconsistency in or weak choice of persona, limited persuasiveness	Vague, over-generalized claim; trite, ill-formed position; inconsistent or poorly implemented persona; not persuasive
<b>Substance</b> SCOPE DEPTH RELEVANCE FAIRNESS	Comprehensive, open topic exploration; apt, well integrated, responsibly summarized sources	Reliable detailed topic development; carefully chosen, varied sources; accurate source summaries	Neglect of some major implication of the subject; unfocused detail; missing source(s); insufficient analysis; some off-topic or distracting content; misleading sources or Q&A	Trite topic treatment; minimal detail; unexamined narrative; low-quality sources; vague or irrelevant content; weak or distorted source summary; inattentive to Q&A
<b>Organization</b> FOCUS STRUCTURE RELATIONSHIP EMPHASIS	Sophisticated claim at message and segment levels; engaging beginning and ending; fluent transitions; clear momentum; skillful question/ answer (Q&A) cues	Solid organization with firm guidance for listeners (clear claims; strong opening and closing statements; clear, prioritized subpoints; discernible Q&A cues); smooth topic/ speaker transitions	A major weakness in claims; major structural gap or overly mechanical organization; weak introduction/conclusion; missing transitions; unplanned Q&A; poorly implemented strategy for sequencing ideas	weak or unclear claim; rambling organization; minimal introduction conclusion; missing transitions; unplanned Q&A; poorly implemented strategy for sequencing ideas
<b>Style</b> CONVENTIONS AESTHETICS VARIETY	Natural, precise, sustained language use; professional presence; carefully considered dress and level of formality; skilled acknowledgments; engaging voice, tone, diction, and sentence structure	Good presence; deliberate, standard language use; no pause fillers; apt acknowledgments; strategic merging of text and citation; poise and confidence; appropriate dress and level of formality; fluent, varied sentences and diction	A major problem (or several minor problems) in fluency, grammar, acknowledgments, citations, confidence, appropriate dress, level of formality; weak style strategy (jargon, slang, bias); some rhetorical variety	Some major distracting features: grammatical errors, pause fillers, biased/ inaccurate documentation; strings of quotes; distracting attire; trite or monotonous diction; inappropriate level of formality
<b>Delivery</b> CONSISTENCY ENGAGEMENT ACCESSIBILITY LAYERING	Artful, purposeful use of speaking conventions and physical space; compelling features; creative choice of media; figure-ground contrast (aids, notes, stance, movement, or gestures); apt pacing and flow	Purposeful accommodation of verbal/nonverbal conventions and media; volume, pacing, facial expression, gestures, posture, body movement, speaker positioning	A major, distracting problem or several minor problems in verbal or nonverbal characteristics: accessibility (low volume, turned body/face); weak media choice; excess body movement; hurried or tedious pacing; rushed or uneven delivery	Distracting verbal/ nonverbal features; boring delivery; multiple accessibility issues; poor media choice; nervous body movements; confusing gestures or pacing; weak visual aids

## Written Composing

Performance level	Exemplary	Competent	Developing	Emerging
<b>Category</b>	Responds <i>creatively</i> , requiring little or no revision	Responds <i>fully</i> , requiring only minor revision	Responds <i>incompletely</i> , requiring significant revision	Responds <i>inappropriately</i> , requiring extensive revision
<b>DOES THE WRITING GENUINELY AND PRODUCTIVELY ENGAGE THE AUDIENCE?</b>				
<b>Context</b> PURPOSE POSITION AUDIENCE	Subtle, challenging claim; inventive, informed and considered position; professional, engaging attitude; persuasive argument	Explicit, fully developed claim; clear, informed position; deliberate overall strategy; persuasive	Somewhat ambiguous claim; tentative position; a major inconsistency in or weak choice of persona	Vague, over-generalized, or trite claim; unclear position; inconsistent or inappropriate persona; not persuasive
<b>Substance</b> SCOPE DEPTH RELEVANCE FAIRNESS	Comprehensive, open topic exploration; detailed support for the major claim or dominant impression; persuasive; responsible and strategic use of sources clearly documented	Reliable, detailed examination of the subject; sufficient and purposeful content; persuasive; accurate use of sources and clear documentation	Unfocused or underdeveloped content with some relevant supporting detail; major off-topic or nonproductive content; less persuasive; sources not adequately documented	Weak level of detail; trite, confusing or simplistic content (underdeveloped content; biased sources; conflicting content, or crucial omissions); sources not documented
<b>Organization</b> FOCUS STRUCTURE RELATIONSHIP EMPHASIS	Sophisticated claim at message and paragraph levels; multiple organizing strategies; subtle transitions; engaging	Identifiable sustained overall claim; solid organization with firm guidance for readers; coherent transitions/sequencing	A major weakness in claims; mechanical organization; some transitional problems (misdirection, omission, digression); poorly proportioned space	Weak, ambiguous, or unsupportable claim; loose or rambling organization; missing transitions; poor sequencing/prioritizing of ideas
<b>Style</b> CONVENTIONS AESTHETICS VARIETY	Creative use of conventions; scrupulously responsible citation of sources; innovative voice, tone, sentence structure, vocabulary; professional synthesis	Adherence to use standards; clear functional accurate citation of sources; deliberate language use; fluent varied sentence structure and diction; professional	A major pattern of grammatical and/ or mechanical errors or several minor errors; nonstandard documentation of sources; weak stylistic strategy; little rhetorical variety	Some major distracting grammatical, documentary, punctuation, or mechanical errors; lack of documentation of sources; trite discourse
<b>Delivery</b> CONSISTENCY ENGAGEMENT ACCESSIBILITY LAYERING	Innovative accommodation of media and conventions: headings; contrast; typography; white space; paper color, texture weight and size; timing; visuals (graphs, charts) well-organized and with appropriate captions	Purposeful accommodation of media and conventions: headings; contrast; typography; white space; paper color, texture, weight, and size; timing; visuals (graphs, charts used effectively and with captions)	A major problem with first impression, accessibility, figure-ground contrast, or media choice; inconsistent or omitted headings, captions, or visuals; hurried or prolonged overall pacing	Problems in media integration and document design that create clichéd, confusing, or distracting first impression; faulty pacing; weak visual conventions or choices that weaken legibility, little figure-ground contrast

## Electronic Composing

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<b>DO CONTENT-PURPOSE-AUDIENCE MERIT THE SPEED AND RICHNESS OF MULTI-MODAL TREATMENT?</b>				
<b>Context</b> PURPOSE POSITION AUDIENCE	Rich, multilayered, effective and integrated interface; user-oriented access and features; sophisticated interface strategies; professional presentation	Consistent, accessible, relational layers (functions, media, channels, ports); effective and clear design approach; professional	At least one uncertainty about the overall interface or layer relationships; workable, template-style design; general or missing interface elements	Poorly or unevenly implemented interface design; misleading or incomplete interface elements, ineffective or unprofessional presentation
<b>Substance</b> SCOPE DEPTH RELEVANCE FAIRNESS	Stimulating, varied layers and layer relationships; multiuser design; complex sensorial aesthetic experience; scrupulous attention to interface details; accurate selection and representation of media sources	Coordinated and well-developed multisensory content; clear layer relationships and functions; personal content distinguishable from borrowed sources; fair representation of media sources	At least one participatory layer or interface element; trite or underdeveloped layers; discernible but limited design strategy; boilerplate or oversimplified content; some conflict and use; some media source misrepresentation	Thin, predictable interface; no interface strategy; some major issue in design interactivity, or layer relationships; minimal ambiguous, or distracting content; some mishandling of media sources
<b>Organization</b> FOCUS STRUCTURE RELATIONSHIP EMPHASIS	Engaging impression of interface integrity and originality; clear pattern of linear and hypertextual layers; inventive, user-friendly navigation; playful interface	Clear impression of coherent, transparent interface design; identifiable, meaningful layers; purposeful chunking of layers and components	Multiple foci with no overarching relationship, or a layer not synchronized with overall experience; confusing interface component, layer, or point of entry	Inappropriate or uncertain interface structure; maverick layers or interface components; minimal functionality
<b>Style</b> CONVENTIONS AESTHETICS VARIETY	Sensitivity to interactive and navigational design conventions; scrupulous citation; awareness of media genres; design integrity; purposeful interface surprises, intricacies, ironies, or contrasts	Clear interactive and navigational design; accurate citation of media sources; appropriate interface aesthetic; apt use of contrast to aid interest and hierarchy	Inconsistent visual style in at least one major interface or navigational element; some omitted citations; a major interface miscue; boring, mechanical consistency	Poorly implemented media conventions and aesthetics; careless or incomplete citations; problematic interface design; random or uncertain interface choices or contrasts
<b>Delivery</b> CONSISTENCY ENGAGEMENT ACCESSIBILITY LAYERING	Judicious use of multiple media; attention to color texture, size, and navigational design, digital transformations; scrupulous coding and documenting, section 508 accessibility; gestalt; engaging interface, virtuality, interactivity	Transparent media; standardized code; user-friendly layout, navigations, interface; easy accessibility (contrast, size, readability, speed, bandwidth, file size, image size); user-based pacing; coordinated media	Inconsistency in media use or coding; alienating or distracting implementation of media; at least one major access barrier or interface miscue; poorly paced experience; distracting digital transitions	Inconsistent or uncertain media choices; minimal or predictable media use; neglected media channel; poorly addressed accessibility; confusing interface layer hierarchy, navigation, sequencing, object manipulations