

Analytical Visual Literacy Rubric: For assessing students' analyses of visual artifacts as communication
 Skidmore College 2019

Scoring level/points>		1 Ineffective	2 Acceptable	3 Effective	4 Outstanding	N/A
Looks carefully at an image and accurately observes content/subject	A	Inadequately recognizes and/or inaccurately identifies content/subject	Recognizes content/subject	Articulates some details that convey content/subject	Insightfully articulates details significant to the argument	
Looks carefully at an image and accurately observes how the content/subject is represented	B	Inadequately accounts for most formal qualities and/or medium or technology; inaccurately characterizes forms	Accounts for some formal qualities; accurately identifies medium or technology	Accounts for many formal qualities; accurately identifies medium or technology	Recognizes whether image is reproduction or original, if appropriate, and/or accounts extraordinarily well for formal qualities and relates them to medium or technology	
Integrates content and formal analysis; shows ability to derive meaning from formal structures and qualities	C	Does not recognize how forms produce the subject/content; inaccurately links subject with forms	Demonstrates awareness of how forms produce subject and content	Accurately articulates how forms produce subject and content	Articulates with original insight how forms produce subject and content	
Shows awareness of verbal text (oral or written) accompanying visuals, if applicable	D	Fails to account for accompanying text	Acknowledges accompanying text	Analyzes accompanying text in relation to object/image	Researches text for accuracy or further information, if appropriate; shows insight into text/image interrelationship	
Shows capacity for critical distance and analysis of affective	E	Lacks critical distance from material	Describes and analyzes the image with some critical distance	Describes and analyzes the image with critical distance; articulates	Describes and analyzes the image with critical distance; interrogates	

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and/or ideological response to mediated image				ways that the image aims to provoke affective and/or ideological response	ways that the image aims to provoke affective or ideological response, as part of a coherent reading of the image	
Is aware of meaning or purpose of visual elements (where relevant)	F	Lacks awareness of purpose or meaning	Demonstrates awareness of purpose or meaning	Analyzes meaning and purpose of visual elements with some detail	Analyzes meaning and purpose of visual elements with exceptional insight and attention to detail	
Is aware of historical, social, or ideological context of creator, creation, and audience	G	Lacks awareness of context; inaccurate characterization of context	Demonstrates awareness of some context	Demonstrates awareness of some context and analyzes impact	Demonstrates awareness of context and analyzes impact with exceptional insight	
Analyzes and interprets visual artifact	H	Does not present a coherent analysis	Presents a coherent analysis	Presents a coherent and nuanced analysis	Articulates alternative meanings supported with evidence; and/or accepts ambiguities; and/or shapes an exceptionally insightful analysis	

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Explanation of terms:

Formal/visual qualities – pictorial, graphic, aesthetic: color, composition, line, shape, contrast, repetition, space; style: representational, schematic, abstract, etc.

Visual elements – represented objects, figures, forms, shapes

Medium/technology – photography, painting, photoshop, 3-d, etc.; data visualization software; film (if applicable)

Accompanying text – metadata, captions, script, dialogue, titles, voiceover; accuracy/reliability

Creation context – cultural, historical factors pertinent to the production of the an image, including time, place, economic conditions, political structures, social practices; intended audience; as indicated in visual elements