

Visual Literacy Rubric

Scoring level		1 ineffective	2 effective	3 advanced	4 outstanding	N/A
Looks carefully at an image and observes content/subject	A	Fails to recognize content/subject	Recognizes content/subject	Articulates some details that convey content/subject	Articulates all significant details	
Looks carefully at an image and observes how the content/subject is represented	B	Fails to account for most formal qualities and/or medium/technology	Accounts for some formal qualities and accurately identifies mediums/technology	Accounts for most formal qualities and accurately identifies medium/technology	Recognizes whether image is reproduction or original; accounts extraordinarily well for formal qualities and relates them to medium/technology	
Aware of textual context	C	Fails to account for accompanying text	Acknowledges accompanying text	Analyzes accompanying text in relation to object/image	Researches text for accuracy	
Determines accuracy and reliability of graphical representations of data (charts, graphs, etc.) and images	D	Unaware that accuracy/reliability is an issue.	Makes note of evident biases and/or inaccuracies	Analyzes evident biases and/or inaccuracies	Examines image for signs of manipulation; analyzes evident biases and/or inaccuracies with exceptional insight	
Aware of creation context of visual elements	E	Unaware of purpose/meaning in original context and intended audience	Demonstrates awareness of purpose/meaning in original context and intended audience	Demonstrates awareness of historical/social context and analyzes impact	Aware of gender/race/class/sex uality, etc.; aware that audience changes over time; analyzes impact with exceptional insight	
Overall interpretation of visual elements	F	Does not make a case for coherent analysis	Makes a case for coherent analysis	Makes a case for coherent and nuanced analysis	Articulates alternate meanings supported with evidence; and/or accepts ambiguities; and/or makes an exceptionally insightful analysis	

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

Medium/technology- photography, painting, photoshop, 3-d, etc.; data visualization software; film {if applicable}

Textual context - metadata, captions, script, 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