

VISA 1206 Final Assignment Rubric

Category	Low Level	Mid Level	High Level (max points)
Introduction (3 points)	- Inadequate or missing introduction. - Unengaging, vague - Doesn't identify central focus of analysis	- Generic introduction with some information about the exhibition. - Engaging introduction that situates the relevance of the exhibition - A clear statement outlining thesis or central focus of the analysis, perhaps lacking depth	- Clear, engaging, and informative introduction. - A strong, engaging, creative intro. that captures the reader's attention - Presents a well-developed thesis statement or presentation of the central focus of the analysis
Contextual Factors (6 points)	- Fails to analyze any contextual factors. - Superficial discussion of contextual factors.	- Analyzes a few contextual factors with limited depth.	- Analyzes all or many relevant contextual factors with depth and insight.
Visual Analysis (6 points)	- Lacks detailed visual analysis. - Fails to discuss key formal & visual elements. - No integration of personal experience.	- Provides some visual analysis but lacks depth connecting form and technique to content. - Discusses key elements with limited detail. - Some integration of personal experience.	- Offers a detailed visual analysis. - Discusses key formal elements with depth & clarity - Integrates personal experience of the exhibition visit effectively.
Communication and Purpose (6 points)	- Does not explore what the exhibition communicates. - No identification of the message or emotion conveyed.	- Explores the exhibition's communication with some insight. - Identifies the message or emotion with basic understanding.	- Provides a thorough exploration of what the exhibition communicates. - Clearly identifies a message or affective impact with insightful analysis.
Conclusion (3 points)	- Lacks a clear summary and personal interpretation.	- Offers a basic summary and personal interpretation.	- Provides a clear and concise summary.
Additional Guidelines and Formatting (3 point)	- Violates guidelines for citations, images, and submission format. - Inconsistent or missing citation style - google doc not shared (-1 point)	- Partially or mostly consistent with citation style for citations, image inclusion, and submission format. Some minor errors	- Consistently follows an approved citation style for all citations, image inclusion, and submission format. - Submits .pdf and google doc shared
Overall Quality 3 points)	- Shallow analysis and lack of critical thinking. - Poor organization and argument quality.	- Some depth in analysis and critical thinking. - Moderate organization and argument quality.	- In-depth analysis and strong evidence of critical thinking. - Strong organization and argument quality.
Total Points	0-17 points	18-23 points	24-30 points

**** IF you do not write about a pre-approved exhibition from the list, or as otherwise agreed upon in communication with me, you will automatically be docked 20% (-6 of the total of 30). ****