**SCORING GUIDE FOR VISUAL PRESENTATIONS**

Content 4.1.3 4.2.1

**5** A unique and purposeful presentation that demonstrates an insightful

understanding of the topic and/or text, with significant and relevant details

selected for support.

**4** A purposeful presentation that demonstrates a well-considered understanding

of the topic and/or text, with pertinent details used effectively for support.

**3** A straightforward presentation that demonstrates a defensible understanding

of the topic and/or text, with relevant but generalized details used for

support.

**2** A presentation that may be sketchy or incomplete, demonstrating a limited or

vague understanding of the topic and/or text.

**1** A presentation that is confusing or contains a minimal amount of information,

demonstrating an incomprehensible or indefensible understanding of the topic

and/or text.

Communication 4.1.1 4.1.2 4.2.2 4.2.3 4.2.4

**5** Innovative and explicit use of visual elements and conventions of layout and

language enhance the presentation. Demonstrates precise understanding of

audience and purpose.

**4** Effectively uses visual elements and conventions of layout and language to

create a proficient, convincing presentation. Demonstrates a considered

sense of audience and purpose.

**3** Uses visual elements and conventions of layout and language to clearly

communicate ideas. Demonstrates a general sense of audience and purpose.

**2** Uses some visual elements and conventions of layout and language in a way

that partially communicates ideas. Demonstrates a limited understanding of

audience and purpose.

**1** Uses few visual elements and uses conventions of layout and language

ineffectively. Demonstrates little understanding of audience and purpose.