Scoring Influential Visual Images

When rating an influential message built from an image, three categories are important to consider: The content that has been included, the production enhancements that make the image more engaging, and the overall appearance of the final product. This rubric is designed to help teachers and students rate visual images. Consider circling the individual statements that best describe the efforts of the student that you are responsible for giving feedback to.

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Above Average	Your visual caught my attention right from the beginning because you've chosen an image that evokes so much emotion. It definitely makes me feel instead of simply think, and it appeals to so many of my senses that I can almost imagine myself in the same situation as the people in the photograph.
	I'm also glad that you didn't cover such a powerful picture with tons of words because the image is influential on its own. What's even better is that the words you did include are catchy and memorable. While they are simple, they leave me curious, wanting to learn more about the topic we're studying, and they communicate a few key ideas really well.
	You've also done all of the simple things right. You've chosen an image from a Creative Commons warehouse and included a reference to the source that is large enough to be read. You've selected fonts that are appropriate for your audience and that blend nicely with your image, and you've been creative with sizes and colors, drawing the viewer's attention to important words and ideas without being distracting.
	Overall, this image is memorable and amazing. It makes me want to take action almost immediately—and anyone that can create an image that can move someone to action is going to be influential!
Average	I really like the image that you've chosen for your visual. It is colorful and interesting, and it looks like it was taken by a professional. The hitch is that I'm not really moved by your picture. The emotions expressed aren't very strong—or they're not appropriate for the message that you're sending. While I enjoyed looking at this picture, it doesn't draw me in.
	I think you've done a great job with the text in your visual, though. Your catchphrase is easy to remember and I like where you've placed it. You've also avoided the common student visuals mistake: Adding too much text to a slide! I'm definitely not distracted by anything that you've written and I know what key ideas you're trying to share.
	You could make a few simple changes to improve your slide. I'm not sure whether or not you've chosen an image from a Creative Commons warehouse because I couldn't find/read the reference to the source for your picture. The colors/sizes of the fonts that you have chosen also make parts of your slide hard to read. I had to work in some places to understand what you were saying, and making your viewers work isn't a good thing!
	Overall, this image is a good start. I definitely enjoyed looking at it, but I'm not sure that I'll remember it. It makes me think, but it hasn't made me feel—and the key to being influential is making viewers feel.

Below Average	I hate to say it, but I'm struggling with your visual. Perhaps most disappointing is the image that you've chosen. It just doesn't make me think or feel anything about the topic that we're studying in class. I'm not sure what emotion you were trying to communicate to viewers and your choice doesn't touch any of the major senses. All of that is really disappointing to me as a viewer.
	I also think you've made a really common mistake: You've included so much text on your slide that it's hard for me to figure out what is really important. You would have been better off if you had stripped away as much content as possible and only included a few key ideas instead of a ton of information that's difficult to read and to remember.
	And while your slide is certainly bold, it is also seems careless and distracting. I found myself spending the majority of my time focused on your fonts, colors, designs and clip art images than I did on the topic we're studying in class. The features of the slide became more important than the message that you were trying to send.
	Overall, this image needs work. It was hard to follow at best and downright frustrating at worst. While I'm likely to remember the layout choices that you've made, I'm not sure that I learned anything new and/or meaningful about the topic that we're studying in class.

Questions for Reflection	
What features of this image were the strongest to you? What was it about those features that caught your attention? What impact do you think those features will have on an audience?	
If you were to make one concrete change to this visual, what would it be? Why would it make sense to tackle this change first? What impact would your change have on an audience?	
Are there any specific technical tips or tricks that you can suggest to the creator of this visual?	