

University of Michigan-Flint General Education Rubric for the Assessment of USING VISUAL/NONVERBAL TOOLS TO ENHANCE/DECODE MESSAGES

USING VISUAL OR NONVERBAL TOOLS TO ENHANCE AND DECODE MESSAGES requires students to interpret, analyze and critique a range of visual and non-verbal forms and to skillfully produce their own non-verbal media (*Objects for analysis and production might include: graphic or print documents, graphically represented data, charts, tables, graphs, images, cartoons, paintings, films, websites, symbols, spreadsheets, icons, dance performances, microscope slides, gestures, photographs, diagrams, maps, architectural forms, costumes, make-up, lighting, facial expression, body language, music, 2D and 3D artwork, etc.*)

	Mastery 5	Developing 4	Developing 3	Emerging 2	Emerging 1	0	N/A
1. ANALYSIS OF NON-VERBAL MATERIALS <i>Interprets and analyzes a range of forms with an awareness of intended audience, context, and impact</i>	Demonstrates sophisticated ability to interpret, analyze, and critique a wide range of visual/non-verbal knowledge forms, messages, or forms of expression; can examine their context, form, and potential impact on a range of intended and unintended audiences	Meaningfully analyses a range of visual/non-verbal media and their effect upon communication for specific audiences	Interprets visual/non-verbal media; developing a sense of the relationship between meaning and audience	Identifies and describes visual/non-verbal elements and their impact on message	Identifies elements of visual/non-verbal materials	Does not see visual or non-verbal materials as meaningful	
2. NON-VERBAL RESPONSES TO PROBLEMS <i>Produces effective and satisfying visual and non-verbal materials</i>	Non-verbal responses to problems demonstrate expertise in technologies and/or aesthetics of expression, message conveyance or data display to convey a clear and powerful message or to display findings in meaningful ways; product reflects a strategic awareness of audience, context, and intended effect	Visual/ non-verbal materials are satisfying and reflect a proficient use of the tools of composition and design, an awareness of their audience, and an emerging sense of aesthetics	Develops simple but effective visual/non-verbal responses to problems; materials convey an emerging sense of their own audience	Shows partial control of visual/non-verbal production techniques; product may contain components that distract from its intended effect	Attempts to use the tools of visual/non-verbal composition and design; product may be ineffective	Cannot respond to problems using visual or non-verbal media	

Overall, has this student competently used visual or nonverbal tools to enhance and decode messages for a course at this level in this discipline? Yes No