

## APPENDIX E

### Graphic Communication Skills Rubric

URP 4343 Plan Making and Design, Undergraduate in Urban and Regional Planning, SURP, Florida Atlantic University

Graphic Communications refer to the exchange of information in visual form, such as words, drawings, photographs, or a combination of these.

	<b>Outstanding 4</b>	<b>Acceptable 3</b>	<b>Need improvement 2</b>	<b>Unacceptable 1</b>	<b>Notes</b>
Content coverage	Thoroughly covers content related to topic.	Covers most of the content related to topic.	Somewhat covers content related to topic.	Has little content related to topic.	
Communication of Function or Themes (historic, environmental, recreational, educational, aesthetic, etc.)	Message clearly communicated through well written text and creative, well-done images/artwork.	Message understood through text and images/artwork.	Weak or unclear message.	Confusing or missing.	
Composition and organization of image(s) and text	Neatly balanced composition; images & text in pleasing arrangement.	Good arrangement of images & text.	Uneven arrangement; too cluttered or too empty.	Poorly organized; difficult to follow.	
Effective use of traditional art media and resources and/or technology	Made very effective choices and used selected media to the best of your ability.	Made good choices and used media correctly.	Did not always use the most appropriate or effective media for topic and/or abilities.	Poor choice of media; used incorrectly or ineffectively.	
Creativity	Soundtrack, movie, formula sheet, graphing graphic, maps completely complement the topic content. Content presented in an extremely memorable clear format.	Soundtrack, movie, formula sheet, graphing graphic, maps go well with the topic content. Content presented in a memorable clear format.	Soundtrack, movie, formula sheet, graphing graphic, maps somewhat go well with the topic content. Content somewhat presented in a memorable clear format.	Soundtrack, movie, formula sheet, graphing graphic, maps do not fit with the topic content. Content not presented in a memorable clear format.	
Maps need to be produced with high quality, readability, and accurately to scale, showing scale bars, legends and a compass symbol.	Excellent quality product meeting all requirements.	Good quality product meeting all requirements.	Somewhat good quality product meeting some requirements.	Unacceptable quality product meeting all requirements.	
All figures, photographs, images, graphs, maps need to show originality, authorships or citation of original sources. Lists of figures, tables and captions need to be included.	Completely covers all requirements	Covers most of the requirements	Covers some of the requirements	Cover none of the requirements.	

Student Name.....Evaluated by .....Date.....