

Name \_\_\_\_\_

Date \_\_\_\_\_

Sequence \_\_\_\_\_

## Truth Poster Rubric

What is the truth? How and Why do people manipulate the truth? Who can you trust?

Criteria	Learning Target	1	2	3	4
Main Message	I can visually represent a truth about my issue.	Main message is unclear or non-existent.	Main message is somewhat clear, but lacks visual or written clues.	Main message is clear and represented using both images and text.	Main message is powerful, clear, and represented using both images and text. The viewer learns a truth about this issue that many do not know.
Hierarchy <small>*Scale: Big to Small</small>	I can use hierarchy to illustrate the order of importance of information.	Little or no thought given to the order of importance of information.	Some thought given to order of importance to enhance main message, but additional information may not have been considered in hierarchy.	Serious consideration given to order of importance to enhance the truth of the issue, and all other relevant information follows order of importance.	Many techniques (font, color, size) are used to stress hierarchy of main message and additional information.
Composition <small>*Contrast *Positive/Negative Space *Symmetry/ asymmetry *Motion/Static *Tall/Wide</small>	I can effectively arrange information to enhance my main message.	Composition distracts from the main message.	Composition is sound, but certain aspects take away from the main message.	Composition is used effectively and supports the main message.	Composition techniques are used to drive the main message.

Criteria	Learning Target	1	2	3	4
Technology skills	I can manipulate digital images.	Images are not altered but simply copied and pasted.	Some images are manipulated but technology errors interfere with main message.	Images are manipulated and additional text, graphics, and symbols are added to reveal a hidden truth about the issue.	Advanced techniques are used to enhance poster such as shadow, transparency, layering--all contributing to reveal a hidden truth about the issue.
Emotional Appeal	I can consider the emotional response my poster will evoke.	No identified emotional appeal.	Some consideration of emotional appeal.	Emotional appeal is clear and appropriate for the issue.	Emotional appeal is clear, appropriate, and enhances the overall message.
Supporting Evidence	I can support my main message with a fact people may not know about my issue.	Fact is present but may not support main message.	Fact somewhat supports main message.	Fact is accurate and fully supports main message.	Fact is accurate and fully supports main message. Fact also expresses information about the main message that is not well represented in the mainstream media.