**Rubric for Viewing Visual Representations– ELA 4 Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  |  | **Fully meeting expectations, with enriched understanding (EU)** | **Fully meeting grade level expectations (FM)** | **Mostly meeting grade level expectations (MM)** | **Not yet meeting grade level expectations (NY)** |
| **Ideas and Information** | **Identify intent and appeal** | You had a deep understanding of the purpose and how the creator used techniques to heighten appeal. | You clearly understood the purpose of the representation and how it might appeal to viewers through the use of techniques. | With some help, you were able to identify the purpose of the representations. Think a little more about how the creator attempted to draw in viewers. | Why was this representation made?  What techniques did the creator use to make us interested? Did anything not work? |
| **Identify values and aspects of culture** | You showed a deep understanding of how values and culture impacted the representation and were able to expand on your thinking. | You were able to see what values the creator might hold and how their values and culture might impact their work. | With some help, you could see how the creator’s values and cultural background might impact their representation. Spend a little more time learning about the creator. | What do you know about the person who created this representation?  Can you see how what they value and experience may have affected their work? |
| **Text structures and features** | **Explain text creator’s technique** | You have an in depth understanding of techniques the creator used and how they impacted the viewers and the message. | You have a good understanding of the techniques the text creator used in his/her representation. | With some help, you were able to identify some techniques used by the creator. Where can you learn more about techniques used in representations? | What are techniques used by people when making representations?  What techniques did this text’s creator use? |
| **Respond to and analyze texts** | **Evaluating role in focusing attention and influencing opinion** | You clearly understand how the creator of a representation can use techniques to focus attention and strategies for influencing opinions. You are broadening you knowledge to other contexts. | You have a good understanding of the role of the text’s creator in focusing attention and influencing opinion. | You need some help in thinking about how to focus attention and influence opinions through representations. What things grab your attention? When has your opinion been influenced? | How do people who create representations get attention of the viewer?  How do they make people believe what they believe? |
| **Explain text creator’s impact on viewers** | You are able to explain how you were impacted by the representation and you can also imagine how others may be affected as well and why. | You are able to identify how the representation has impacted you and support your opinion. | With help, you are able to convey how you were impacted by the representation. How might you explain this impact to someone else? | How did you feel when you were viewing the representation? Why did you feel that way?  How did others seem to feel and why? |

**Feedback:**