**Rubric for viewing – ELA 7 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** | **Understand and analyze opinions and messages** | You can share an insightful analysis about the opinions and messages presented in visual and multi-media texts. You can relate your understanding to other texts and to your own opinions and experiences. | You can view critically to understand and analyze opinions and messages presented in visual and multi-media texts. You can support your analyses with evidence from the text itself. | With help, you can begin to critically view a visual text to analyze some opinions and messages. Re-examine the text to determine less obvious messages and opinions. What else is being shared? | You are having trouble analyzing opinions and messages in visual texts. What was the creator trying to say? How did he/ she share his/ her views and ideas? |
| **Identify and interpret data and information** | You have a confident and full understanding of data and information as it is presented in visual and multi-media texts. You can use the data to formulate opinions and complex understanding. | You can identify how data is represented in a visual text and you can give a supportable interpretation of the data. You can locate appropriate information to suit your purpose. | You are beginning to show a good understanding of data and information in visual texts. What does the data mean? How can you find less obvious information? | You are having trouble locating and interpreting data and information in a visual text. How does a visual text share information and data differently from other text forms? |
| **Recognize organization** | You can explain the organization of a visual text with detail and accuracy and you can analyze how this organization impacted the message and the audience. You can even propose how these elements would have changed if the organization had changed. | You are able to recognize the overall organization of ideas in visual and multi-media texts. You can explain your ideas as to how each text was constructed and shaped to suit the audience and purpose. | With guidance, you can recognize the overall organization of ideas in visual and multi-media texts. Think about what the creator was trying to communicate and how they chose to organize this message visually. | You are having trouble recognizing the organizational structure of a visual text. How does a person organize a visual text? What do you do when you are creating a picture or a photograph? How do you make sure you capture what you want to capture? |
| **Text structures and features** | **Identify structures and features** | You have a deep understanding of various text structures and features and what they tell us. You are able to utilize each structure and feature to effectively suit your purpose and even suggest ways additional or altered structures and features may improve the text. | You are able to identify text structures and features, explain what each component communicates and identify how to use each structure and feature to meet your needs. | With help, you can identify some text structures and features, mostly explain what each component communicates and identify how to use each structure and feature to meet your needs. Are there structures and features you didn’t notice? Look at many visual texts and practice identifying how they are structured on your own. | You are having trouble recognizing text structures and features. What is the purpose of each part of the visual or multi-media text? How are the structures and features unique? What can they tell you? How can you use them effectively? |
| **Respond to and analyze texts** | **Analyze and evaluate what was seen** | You are able to analyze and evaluate what you have seen and draw complex and insightful conclusions based on relevant details and examples. You have shown an understanding of how elements and techniques alter the overall message and share ways you could share the same message a different way. | You are able to analyze and evaluate what you see and draw conclusions based on relevant and clear details and evidence. You have considered elements and techniques used in visual texts in your evaluation. | With guidance, you are analyzing and evaluating a visual text. You can support your ideas with some evidence but you need to explore this further. What else do you see that supports your evaluation? | You are having trouble analyzing and evaluating a visual text. What strategies can you use to help you really examine the visual text and think about how ideas and visual elements are related? What should you think about when offering and evaluation? |
| **Evaluate impact of text (relate to purpose)** | You have a deep understanding of how texts impacted you and people around you. You can suggest how this same text may impact a completely different audience or suit a completely different purpose. | You can evaluate the effectiveness and impact of texts on viewers and can relate this evaluation to the purpose of the text. You can support your ideas. | With some help, you can evaluate the impact of visual texts on yourself and others. Imagine why people may be impacted in certain ways. How can you more fully support you ideas? | You are having trouble evaluating the impact of visual texts on viewers. How does this text make you feel? Talk with others to discover their viewpoints and think about the reasons for their feelings. |

**Feedback:**