**Rubric for Viewing – ELA 8 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** | **Locate and interpret key message and details** | You demonstrate a significant recall and clear interpretation of the key message, ideas, concepts, and/or information. You can support your interpretation and make connection between aspects of the visual text. | You demonstrate a good recall and clear interpretation of key message, ideas, concepts, and/or information in the visual text. | You are able to recall parts of the ideas, concepts, and/or information. Work on taking the information to construct meaning. What listening strategies and behaviors would help you to gain further understanding? | What listening strategies and behaviors would help you to recall and understand the main idea of what you heard? How can you remember details so you can start to make connections between ideas? |
| **Identify purpose** | You had a deep understanding of how the purpose has impacted the representation and can elaborate on your thinking. | You can clearly identify the purpose within the representation. | With some help, you were able to identify the purpose, of the representation. Think a little more about how the reason for making the representation might have impacted the representation itself. | You are having trouble identifying the purpose for the representation. Why was this representation made? What did the creator hope to achieve? |
| **Text structures and features** | **Identify techniques and elements used for impact** | You have an in depth understanding of the text techniques and elements used and how they may impact you and other viewers and the overall message. | You can describe the text techniques and elements used in the representation and how they impacted you.  | With some help, you were able to identify some techniques and elements used by the creator. Where can you learn more about text techniques and elements used in representations? | What are the parts of a representation?What helps to organize the message?What techniques were used in this representation to capture attention and give information? |
| **Identify creative uses of language** | You were able to identify creative uses of language when language was used and propose other uses of language the creator might have employed to achieve different responses. | You were able to identify creative uses of language where language was present in the representation. You could describe how they were creative and what they accomplished in terms of viewer response. | With some help, you were able to identify some creative uses of language. Think more deeply about how the creator used language to achieve a particular purpose.  | You are having trouble identifying creative uses of language. What does it mean to be creative? How did the creator use language and why? What was the end result for you, as a viewer? |
| **Respond to and analyze texts** | **Develop conclusions, opinions and understanding** | You can provide thoughtful conclusions and opinions about the text and give specific and insightful evidence to support it. | You are able to draw conclusions and form opinions about the message and craft of the text and provide support for your ideas. | You are starting to use some of the clues (facts, details) to make a decision about what you’ve seen. Think about how the representation makes you think and feel. | Make a decision after thinking about all that you have seen. Ask, “How can I use all the facts and details to make a decision about the information?” |
| **Evaluate effectiveness/ impact of text** | 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. |
| **Make connections** | Your connections are detailed, developed and varied; your links to the visual texts are clear and relevant. | Your connections are strong and personal; You give reasons for the connections you make and you link reasons to the text. | You make some connections but you need to take more time to make them personal, relevant and strongly tied to the text. You needed some help to develop connections. | You needed a lot of help to make connections; You need to spend more time looking at the representations and how they might be relevant and important to me, other representations and the world. |

**Feedback:**