Elements of Visual Design

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| Criteria | 3 Exemplary | 2 Satisfactory | 1 Needs Improvement |
| Arrangement | Graphics are arranged to communicate a pattern or stimulate viewer interest | Graphics are arranged in a pattern but do not stimulate viewer interest | Graphics are haphazardly arranged and/or are boring |
| Balance | Effectively uses asymmetrical balance to focus viewer attention | Symmetrical balance is adequate but somewhat boring | Imbalance distracts or confuses the viewer |
| Color | Color is used effectively for emphasis and to provide contrast and visual appeal | Color provides some contrast and visual appeal | Color distracts the viewer or is visually boring |
| Legibility | Font is easy to read and appropriately sized, with clear contrast | Font is acceptably easy to read and contrast is adequate | Font is too small to read easily and contrast is inadequate |
| Appeal | Overall effect is appealing, with effective style, interaction, and an element of surprise | Overall effect is neutral with an acceptable style and some potential for viewer interaction | Overall effect is unappealing or confusing |