



Assessment Rubric For Full-Performance Benchmark Competency*

Interpretive Media Development

The submitted project meets certification standards if:

--The text, graphics, objects, design, and other elements of the product work *together* to create an opportunity for the audience to form intellectual and emotional connections with meanings/significance inherent in the resource.

Descriptors:

- Conveys that the interpreter understands how to work within the strengths and weaknesses of the chosen media
- Effectively employs an interpretive structure of tangible-intangible links and universal concepts to convey resource meanings
- Communicates an appropriate depth and amount of relevant information
- Provides a balance of facts and acknowledges multiple points of view as appropriate
- Uses photos, illustrations, and/or objects appropriately to create context, support content, and enhance connections to resource meanings
- Effectively utilizes the physical space (page, panel, screen, bulletin board) to enhance interpretive effectiveness
- Effectively applies the basic principles of design to develop/enhance relationships between the "things" or information (tangibles) being presented and the ideas or meanings (intangibles) they represent

The submitted project approaches certification standards if:

The text, graphics, objects, design, and other elements of the product either individually or as a group do not create an opportunity for the audience to form intellectual and emotional connections with meanings/significance inherent in the resource.

Descriptors:

- Conveys that the interpreter does not understand how to work within the strengths and weaknesses of the chosen media
- An interpretive structure of tangible-intangible links and universal concepts is not discernable, or not effectively developed to convey resource meanings
- Contains an inappropriate depth and amount of information
- Does not provide a balance of facts and acknowledgement of multiple points of view as appropriate
- Use of photos, illustrations, and/or objects does not create context, or support content, or enhance connections to resource meanings
- Utilizes the physical space (page, panel, screen, bulletin board) in a way that diminishes or derails interpretive effectiveness
- Does not apply the basic principles of design to develop/enhance relationships between the "things" or information (tangibles) being presented and the ideas or meanings (intangibles) they represent