

GATP at UVM		Exhibit Rubric			
	Content	Presentation	Interactive	Imagery	Text and Graphs
<b>Excellent 90-100</b>	Content is rich, simple and clear. Content leads viewers to new discovery.	The display is visually effective, drawing the eye to a logical starting place followed by a sensible sequence of images and graphics.	Straightforward theme is introduced through a simple, creative and well designed interactive device. Viewer engagement and curiosity are piqued.	Straightforward theme is conveyed through a few finely crafted and detailed images. Significant creativity and personal investment are evident.	Textual and graphic material is concise, purposeful, and highly legible. There is an opportunity for discovery for the viewer.
<b>Very Good 80-89</b>	Content is complete and includes relevant detail.	The display is visually sensible. The sequence is clearly laid out for the viewer.	A clear theme is introduced through a simple, well designed interactive device. Viewer engagement and curiosity is evident.	A clear theme is conveyed through a few well crafted images. Personal investment is clearly evident.	Textual and graphical material is concise, relevant to the central theme, and legible.
<b>Good 70-79</b>	There is adequate detail. Some extraneous information and minor gaps are included.	The main theme is still discernible, but the layout is visually confusing.	A theme is introduced through a plainly designed interactive device. Viewers take some notice.	Central theme is evident in a few plainly crafted images despite some lack of clarity.	Textual and graphical material is too extensive and includes extraneous information. Small print and poor graphics make material <b>hard to read.</b>
<b>Below Expectations 60-69</b>	There is insufficient detail, or detail is irrelevant and extraneous.	Lacks visual clarity. A central theme is lacking or not evident.	An interactive device is present, but not clearly linked to a theme. Viewers fail to respond.	Central theme is not evident, and images are poorly rendered and too numerous.	The designer relies too heavily on printed information. Tests and graphics contain irrelevant and extraneous information and are illegible.