

This is a transcript of Figure 4 in Spencer J. Smith's PraxisWiki webtext "Digital Badges in the First-Year Composition Classroom" published in *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 22.1, available at <http://praxis.technorhetoric.net/tiki-index.php?page=PraxisWiki%3A+%3ADigital+Badges>.

Figure 4: Visual Analysis Rubric for Essay 1

Essay 1: Visual Analysis Rubric

Requirements	+, ✓, -, 0 [plus, check, minus, zero]
Formatted according to MLA essay style and has a Works Cited page	-
Is at least 1,000 words in length and includes the image in the essay	✓
Begins by introducing the text (image), author, and context surrounding the piece to an audience who is not familiar with the work	-
Includes a detailed and objective summary of the text to be analyzed (~200 words)	✓
Transitions smoothly from summary to analysis and from analysis to interpretation	✓
Applies Notice & Focus to identify interesting, significant, or strange elements of the image and rank these (~500 words)	✓
Focuses on one or two important details and examines the binaries/patterns they are implicated in	✓
Answers the question "so what?" to expose possible implications, hidden meanings, and key metaphors	✓
Presents some possible interpretations of the text	✓
Concludes by forwarding a plausible interpretive context and provides support (evidence) for this interpretation (~300 words)	✓
Overall Score:	✓