**Lesson 3 Suggested Rubric: Designing a Visual Language for Data**

This rubric can be used to provide students with clear expectations, guide formative feedback, and evaluate summative products and presentations at each stage of the unit. Rubric criteria may be adapted for individual needs or specific classroom contexts.

| **Criteria** | **Exemplary (4)** | **Proficient (3)** | **Developing (2)** | **Beginning (1)** |
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| **Symbol Creativity and Clarity** | Symbols are original, meaningful, and easy to interpret. | Symbols are clear and mostly meaningful. | Symbols somewhat unclear or inconsistent. | Symbols missing, confusing, or unrelated. |
| **Consistency** | Symbol use is consistent across data visualization. | Mostly consistent symbol use with minor errors. | Inconsistent symbol use that causes confusion. | Symbols used inconsistently or incorrectly. |
| **Application** | Symbols effectively communicate data attributes. | Symbols communicate data adequately. | Symbols communicate data partially. | Symbols fail to communicate data. |