

Exercise 2 – Lesson 3

Criterion	Excellent (A)	Competent (B–C)	Needs Improvement (D–F)
Understanding of Berger's Concepts	Demonstrates clear and accurate understanding of Berger's ideas; concepts are correctly and explicitly applied.	Shows general understanding, with minor inaccuracies or superficial use of concepts	Limited or incorrect understanding of Berger's ideas
Critical Visual Analysis	Analysis is insightful, critical, and clearly connects image to ideology, power, or desire	Analysis is present but descriptive or partially developed	Analysis lacks depth or remains purely descriptive
Strategic Reframing Proposal	Reframing is thoughtful, relevant, and strategically grounded	Reframing is reasonable but weakly justified	Reframing is arbitrary or lacks strategic rationale
Justification & Reasoning	Visual decisions are clearly justified using theory and strategic logic	Justification is present but incomplete or unclear	Decisions are poorly justified or not justified at all
Clarity of Presentation	Presentation is well-structured, clear, and professional	Presentation is understandable but lacks clarity or focus	Presentation is disorganized or unclear
Team Collaboration	Evidence of balanced contribution and collaboration	Uneven contribution but effective teamwork	Limited collaboration or imbalance in participation