

INFOGRAPHIC RUBRIC

	3 - IT'S A HIT AND READY FOR PRINT 10 - 8 POINTS - EXCELLENT - GOOD	2 - NEEDS SOME ADJUSTMENTS BEFORE PRINTING 7 - 4 POINTS - SATISFACTORY - ACCEPTABLE	1 - RE-VISIT NOT READY FOR PRINT 3 - 1 POINTS - POOR
TOPIC WHAT IS YOUR STORY?	Specific and correlates with the overall theme. Aims to inform or convince the viewer.	Too broad to allow the viewer to understand the main points.	Hard to ascertain and needs to be made more specific.
TYPE OF GRAPHIC DATA VS. METAPHORICALLY DRIVEN	The type of infographic chosen highly supports the content being presented	The type of infographic chosen represents the content being chosen but another type may lead to more clarity for the viewer.	The type of infographic chosen does not convey the information well or support the content being presented.
DATA VISUALIZATIONS WHAT DOES YOUR DATA REVEAL?	The data visualization formats chosen make the data presented easy for the viewer to understand the information	The data visualization formats chosen showcase the data, but some may make it difficult for the viewer to understand the points.	Other data visualization formats should be chosen to best showcase the data presentation for the viewer.
INFORMATION ORGANIZATION WHAT STRUCTURE WILL YOU CHOOSE?	The infographic arranges the information in a way that allows the viewer to understand the infographic.	The infographic arranges the information in a way that can cause slight confusion for the viewer in understanding the infographic.	The infographic information is arranged in a chaotic manner and the message is lost within the arrangement of visual piece.
PRINCIPLES OF DESIGN CONTRAST, REPETITION, ALIGNMENT, PROXIMITY	The infographic utilizes design principles in an excellent manner. This means there is a balance of the design elements, which create a maximum visual effect. (See Graphic Design Rubric for more details)	The infographic utilizes design principles in a satisfactory manner. This means there are some gaps in balancing out the design elements, which creates some distraction for the viewer. (See Graphic Design Rubric for more details)	The infographic utilizes the design principles in a poor way. This means that overall the work is disjointed among the design elements, which create major distractions for the viewer and the message is lost. (See Graphic Design Rubric for more details.)
ELEMENTS OF DESIGN LINE, SHAPE, COLOR, TEXTURE, VALUE, SPACE	The infographic utilizes the elements of design in a high degree of effectiveness. (See Elements of Design Rubric for more details.)	The infographic utilizes the elements of design with a considerable effectiveness degree of effectiveness. (See Elements of Design Rubric for more details.)	The infographic utilizes the elements of design with limited effectiveness. (See Elements of Design Rubric for more details.)
TYPOGRAPHY FONTS, COLOR, SIZE	The infographic includes an appropriate font to both	The infographic includes multiple fonts and/or the fonts do not seem	The font(s) used in the infographic make the text almost

	complement the content and make the text readable	related to the infographics topic.	unreadable.
GRAMMAR	No misspellings or grammatical errors	Two or fewer misspellings and/or grammatical errors	Three or more misspellings and/or grammatical errors
MECHANICS	Capitalization/punctuation are current and consistent throughout the infographic	Two or fewer capitalization/punctuation errors exist in the infographic	Three or more capitalization/punctuation errors exist in the infographic
TIME MANAGEMENT & ORGANIZATION	Uses time appropriately and organizes materials in a way that allows completion of the project on time and within scope	Uses time appropriately and organize materials well. May get off track occasionally but with prompts is able to bring it all back together and finish in a timely manner.	Does not use time to effectively manage the completion of the project. Consistently losing information pertaining to the project, which causes delay in finishing.