**Infographic Rubric**

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|  | **4** | **3** | **2** | **1** | **0** |
| **Design**   * **Layout** * **Color Scheme** * **Fonts** | * Layout is organized and uses consistent style * Color scheme has visual appeal and works with content * Fonts are legible and consistent | * Generally good layout * Has minor inconsistency or one distracting element * Color scheme clashes | * Layout could use improvement * Two or more inconsistent elements * Hard to read fonts * Layout distracts from content | * Layout is disorganized, no obvious organization * Layout distracts from content * Color scheme is confusing | * No layout or scheme—just random elements, colors, and fonts |
| **Content**   * **Terms, Facts** * **Quantity of data** * **Quality of data** | * Appropriate terms, vocab, jargon defined and used * More than enough data to make claims * Data clearly demonstrate trend, claim, etc * Data from good source | * One or two terms or jargon used incorrectly or without explanation * Adequate amount of data * Data demonstrate trend, claim, etc * Data from good source | * Not enough terms, vocab, jargon * Data is sparse * Data might not not demonstrate the trend or claim * Data from good source | * Lacking in appropriate terminology * Not enough facts or data * Data is from poor or questionable source | * No real data or facts are present |
| **Clarity**   * **Makes a claim** * **Efficiency** * **Makes clear impression** | * Claim, main idea is obvious and easy to understand * No unnecessary graphics or visuals * Infographic makes a good initial impression | * Claim, main idea is understandable * No unnecessary graphics or visuals | * Claim, main idea is made * Some graphics or visuals are unneeded | * Infographic makes a poor initial impression * Confusing | * Claim, main idea is missing |
| **Representation**   * **Design complements content** * **Careful choice of visuals** * **Data visualization matches content and claim** | * Design elements are clearly informed by content * Visuals show connection to content and create a visual flow * Visualizations fit the data and the claim | * Design elements are clearly informed by content * Visualizations fit the data and the claim | * Visualizations fit the data and the claim | * Design and visuals are at odds with the content or claims being made | * Design elements and visuals convey a meaning contrary to the intent |