**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
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