**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 | * Uses human population terms and vocab * Four or more data sets represented * Data clearly demonstrate claim * Data from good source | * One mistake in terms or vocab * Three sets of data represented * Data demonstrate claim * Data from good source | * Not enough terms or vocab * Two sets of data represented * Data might not not demonstrate the claim * Data from good source | * Lacking in appropriate terms and vocab * Only one data set used * Data is from poor or questionable source | * No real data or facts are present |
| **Clarity**   * Makes a claim * Efficiency * Makes clear impression | * Infographic is clearly about world populations * No unnecessary graphics or visuals * Infographic makes a good initial impression | * Claim is clearly about world population * No unnecessary graphics or visuals | * Claim about human populations can be found * 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 | * The visuals relate to the data sets chosen or the claim being made * Graphics create a visual flow * Visualizations fit the data and the claim | * The visuals relate to the data sets chosen or the claim being made * 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 |

**Total Score: \_\_\_ / 16**