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