Criteria	Rating		Score
CONTENT 5/5 pts	3–4 pts	1–2 pts	
The graphic provides accurate information at a sufficient level of detail to be informative to a naive audience of students or parents. All concepts included in assignment description are explicitly included in infographic.	Information is somewhat incomplete.	Missing concepts or inaccurate information.	**/ 5**
FOCUS AND AUDIENCE 5/5 pts	3–4 pts	1–2 pts	
All textual content concisely complements the purpose of the infographic, which is to convey at least the concepts in the assignment to a naive audience. Text should be clear, sparingly used, and focused on communicating/emphasizing conceptual distinctions. Text should be composed and formatted to support comprehension and meaning even from a reader/viewer briefly glancing at the infographic, as they might online. The infographic should exclusively use words or turns of phrase that it would be reasonable for U.S. English-speakers of ≥ 14 years to know. Specialized vocabulary should be defined by or inferrable from the graphic.	Text is at times unclear, or could be further refined. Some issues with focus and/or audience accessibility.	Specialized terminology is used whose definitions may not be inferred from the surrounding textual and visual context. Text is difficult to see and/or formatted for a *reader*, rather than a speedy viewer. Important conceptual distinctions or points may be obscured in text.	**/ 5**
VISUAL COHERENCE AND APPEAL 5/5 pts	3–4 pts	1–2 pts	
Fonts, colors, layouts, & visual elements meaningfully contribute to the infographic's ability to convey the overall message. The attractiveness of the infographic has clearly been considered by its designer. The infographic should be visually coherent and free of extraneous clip art, animations, word art, or photographs, which might distract from its communicative function, rather than contribute to its informativity.	Diverse or somewhat conflicting visual styles. One or few non-functional visual elements.	Some or many visual elements which do not add and may even distract from the effectiveness of the infographic.	**/ 5**

1

ORGANIZATION AND ARGUMENT **5/5 pts**	**3–4 pts**	**1–2 pts**	**/ 5**
Information is systematically organized and supports readers' comprehension of the graphic's main message. Colors, space, and font are used *consistently* to inform the reader and to support the reader's appreciation of major conceptual distinctions, hierarchical or temporal relations, etc.	Somewhat inconsistent use of color, shape, space, and/or font style. Space could be better distributed throughout graphic.	Lacking consistent mapping between conceptual structure and visual dimensions: e.g., related concepts are not placed near one another or similarly colored, etc., but rather are styled to imply no or incorrect relation. Space may be somewhat unevenly distributed throughout graphic.	

INTEGRITY AND RESPONSIBILITY **5/5 pts**	**3–4 pts**	**1–2 pts**	**/ 5**
The graphic responsibly relays any relevant statistics or information and appropriately cites the sources of its information. Where relevant, bibliographic citations are included for all sources referenced or publicly-available images used (these can be footnoted at the bottom of the graphic or cited in-line). It is clear which citation corresponds to which source. Images used from outside sources are in the public domain. The graphic does not excessively rely on diagrams, charts, or figures from other sources designed with similar purposes. If graphics from other sources are re-used, it is sparingly and as part of a coherent visual whose message, style, and design originate with the student.	All sources are not appropriately cited. Some use of other-authored elements with minimal adaptation.	Significant reliance on other-authored text or images. Substantial use of graphical elements designed and produced by others for similar purposes. Statistics are misleading or insufficiently contextualized. The *majority* of text or image sources are not cited appropriately.	

MECHANICS AND POLISH **5/5 pts**	**3–4 pts**	**1–2 pts**	**/ 5**
The infographic is free of spelling or grammatical errors. Font sizes, color pallette, and document dimensions support ready reading. Infographic is submitted in an appropriate format.	One or more typos and/or somewhat difficult to read font size or color, or image dimensions.	Somewhat intrusive errors in text and/or issues with legibility, including of figure or axis labels.	

Comments:

TOTAL:

/30