

**STEM DESIGN INFOGRAPHIC RUBRIC**

Name \_\_\_\_\_

	YAY	OK	NOPE
TOPIC and DATA	The topic of the infographic is specific in nature and is intended to inform or convince the viewer. The data supports the topic, thesis or main idea	The topic of the infographic may be a bit too broad to allow the viewer to understand the main points. The data only somewhat supports the topic, thesis or main idea	The topic of the infographic is hard to ascertain and needs to be made more specific. The data does not support the topic, thesis or main idea
TYPE	The type of infographic chosen (i.e. timeline, informational, etc.) highly supports the content being presented.	The type of infographic chosen represents the content being chosen but another type may lead to more clarity for the viewer.	The type of infographic chosen does not convey the information well or support the content being presented. It confuses the viewer.
DATA VISUALIZATIONS (Charts, etc)	The data visualization formats chosen make the data presented easy for the viewer to understand the information.	The data visualization formats chosen showcase the data, but some may make it difficult for the viewer to understand the points.	Other data visualization formats should be chosen to best showcase the data presentation for the viewer.
FONT AND COLOR	The infographic includes an appropriate font combo to both complement the content and make the text readable.  The color choices enhance the visibility of the infographic and create a mood or feeling.	The infographic includes multiple fonts and/or the fonts do not seem related to the infographics topic.  The color choices are fine, but too many colors may have been used. A mood or feeling is only somewhat created.	The font(s) used in the infographic make the text almost unreadable.  The color choices for the infographic are not visually pleasing and detract from the infographic.
LAYOUT	The layout of the infographic adheres to the inverted pyramid style - main point on top, secondary point next, and supporting details at the bottom or some other deliberate plan that best supports the data.  All the elements are lined up and the infographic shows deliberate choices in design, layout, and neatness. You have order, hierarchy, balance, alignment, and white space.  You first started with a detailed wireframe	The layout of the infographic includes all three components - main point, secondary point, and supporting details - but is not organized in the inverted pyramid style or another plan of showing data doesn't have a good flow.  Most of the elements are lined up and the infographic shows some choices in design, layout, and neatness. You only have some order, hierarchy, balance, alignment, and white space.  You started with a basic wireframe	The infographic has data that make no sense in the way they are organized.  The infographic is a hot mess and there are no obvious deliberate decisions about design, layout, and neatness. You don't have order, hierarchy, balance, alignment, and white space.  You did not have a wireframe.
ILLUSTRATOR GRAPHICS	Incorporated 2 professional looking graphics that you made in Illustrator  You have at least 3 charts showing statistics	Incorporated 1 professional looking graphic that you made in Illustrator, or 2 but unprofessional.  You have at least 2 charts showing statistics	Incorporated no professional looking graphics that you made in Illustrator  You have 1 or 0 charts showing statistics
GRAMMAR	There are no errors in capitalization, punctuation, and grammar.	There are some errors in capitalization, punctuation, and grammar.	There are lots of errors in capitalization, punctuation, and grammar.
Use of Class Time	Used time well during each class period. Focused on getting the project done. Never distracted others.  There are no grammatical mistakes on the infographic.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.
CITATIONS	Full bibliographic citations for all sources used are included.	The URL of sources used are included.	No citations to sources used are included.