**Infographic Rubric**

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| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Attribution of data | Each piece of data includes the source at the bottom.  Attribution is easily found.  Source is hyperlinked to original data. | Each piece of data includes the source at the bottom.  BUT missing either:  Attribution is easily found.  Source is hyperlinked to original data. | Missing one sourcing | Missing more than two elements |  |
| Completeness of graphic | There are at least four meaningful pieces of data included.  Data is simply conveyed.  Data has a complementary, relevant image to accompany it. | There are at least four meaningful pieces of data included.  AND  Data has a complementary, relevant image to accompany it.  BUT  Data is conveyed in a way that does not provide the reader with a simple, quick understanding of the concepts. | There are at least four meaningful pieces of data included.  BUT  The images and graphics do not help the readers quickly grasp what the concepts are that are being conveyed. | Includes fewer than three examples of data  OR the graphic is missing visual elements to convey the information. |  |
| Design elements | The graphic demonstrates basic understanding of contrast, alignment, repetition and proximity principles | The graphic demonstrates basic understanding of related design principles but there might be slight errors or overlapping elements | The graphic demonstrates limited understanding of key design principles - elements are not spaced well, the text does not have proper contrast against the background, or the font is not readable. | The graphic ignores most design principles and suggests a limited understanding or lack of effort. Difficult to follow the ideas in the graphic, hard to read, and misaligned. |  |
| Grammar | There are 0 grammar or spelling mistakes | n/a | Minimal grammar mistakes included, but they do not impede ease of comprehension | Several grammar mistakes and/or difficult to comprehend |  |
| Total points |  |  |  |  | \_\_\_/ points |