INFOGRAPHIC RUBRIC: ASSESSING AN INFOGRAPHIC

DEFINITIONS OF RATINGS

Highly developed: Provides convincing evidence that demonstrates depth and knowledge of content and explains connections made to real-world situations. Goes beyond the expectations.

Developed: Provides evidence that demonstrates understanding of the content that meets the criteria but lacks the depth of knowledge and makes general connections without explanations. All components required are met.

Emerging: Provides partial evidence that demonstrates the required depth in all criteria of the assignment. Response may be unsupported, flawed, or missing elements.

Initial: Lacks the evidence required in all criteria of the assignment. Evidence presented may be minimal, unsupported, inadequate, or missing.

CRITERIA	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL
Process Representation	The infographic is highly developed and demonstrates an in-depth understanding of a concept or process. Clear and specific connections of the process are provided, as applicable.	The infographic is developed and generally represents a concept or process. Appropriate examples are provided, as applicable.	The infographic is emerging and demonstrates a partial representation of a concept or process. Appropriate examples are provided, as applicable.	The infographic demonstrates an initial understanding of a concept or process, but certain explanations are missing or unsupported. Examples, when applicable, are not provided.
Design	The infographic incorporates principles of design that are highly developed and includes evidence of alignment, balance, consistency, contrast, directional flow, proportion, whitespace, and color.	The infographic incorporates principles of design that are developed and include visual attention to alignment, balance, consistency, contrast, directional flow, proportion, whitespace, and color.	The infographic incorporates principles of design that are emerging and demonstrates some attention to alignment, balance, consistency, contrast, directional flow, proportion, whitespace, and color.	The infographic incorporates principles of design that are initial and certain elements may be missing or are not represented, including alignment, balance, consistency, contrast, directional flow, proportion, whitespace, and color.
Research, Data, and Citations	The infographic is highly developed and includes a comprehensive synthesis of research data into a coherent visual narrative, with excellent cohesion. The infographic is highly organized with a logical flow of ideas for maximum narrative impact. All sources are accurately and properly cited.	The infographic is developed and includes a synthesis of research data into a coherent visual narrative. The infographic is organized with a logical flow of ideas. All sources are accurately and properly cited.	The infographic is emerging. It includes a synthesis of research data. The infographic is somewhat organized with a flow of ideas. One or more sources are not accurately and properly cited.	The infographic is initially developed. It includes some research data. The infographic is lacking a logical flow of ideas and sources are not accurately and properly cited.