

Sample infographic rubric

Adapt as appropriate.

Always provide a written assignment AND this rubric at the start of the project.

Adjust scoring to achieve the desired total (currently 45 points)

Assignment:

Name(s):

Category	4	3	2	1	Your score
Use of Class Time	Used time well. Focused on getting the project done without distracting others.	Used time well. Mostly focused on getting the project done without distracting others	Used some time well. Some focus on getting project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.	
Main Idea (weight x2)	The topic and messages of the infographic are clear and easily understood	Topic and main ideas are clear.	Topic is given but main ideas are unclear or lacking.	Topic and/or main ideas are absent or very unclear.	
Details	Details (including labels) support the main idea without distracting with clutter.	Detail is added to support each main idea with minimal clutter.	More is needed for understanding. Some are distracting.	Very little detail is provided for the main ideas and understanding is limited.	
Content - Accuracy (weight x2)	At least 4 accurate facts/concepts are displayed in the infographic	3 accurate facts are displayed.	2 accurate facts are displayed.	Fewer than 2 accurate facts are displayed.	
Graphics - Relevance	The graphics used represent information appropriately.	Most graphics represent the information appropriately.	All graphics relate to the topic but do not represent appropriately.	Graphics do not relate to the topic.	
Graphics - Visual	Color, shape, size, and arrangement of graphics contribute meaning to the overall message.	Color, shape, size, and arrangement are eye catching and contribute some meaning.	Color, shape, size, and arrangement are present but do not add to the information.	Color, shape, size, and arrangement are distracting or misleading.	
Design/layout	The design/layout is neat, clear, and visually appealing.	Is attractive in terms of design, layout and neatness.	Is acceptably attractive though it may be a bit messy.	Is distractingly messy, unattractive, or very poorly designed.	
Mechanics	Capitalization and punctuation are correct throughout.	There is 1 error in capitalization or punctuation.	There are 2 errors in capitalization or punctuation.	More than 2 errors in capitalization or punctuation.	
Grammar	There are no grammatical mistakes.	There is 1 grammatical mistake.	There are 2 grammatical mistakes.	There are more than 2 grammatical mistakes.	
Image and info Credits (0 or 1 pt)				Credit/citations provided for all images and research information.	
Total					/45