

Infographic Rubric

	3: Proficient	2: Developing	1: Emerging	:(
CONTENT	<p>The main idea/message of the infographic is specific and easily identifiable. The main idea is intended to inform or convince the reader.</p> <p>There are adequate evidence/ information to support the main idea.</p>	<p>The infographic has multiple main ideas or the topic may be clear but there is no single message.</p> <p>There is some evidence / information to support the main idea but not enough to fully support the message</p>	<p>The topic of the infographic is hard to determine and needs to be made more specific.</p> <p>There are only 1-2 pieces of evidence/ information to support the message. It is clearly not enough</p>	<p>Has no focus or central topic/idea</p> <p>There is no factual information to support the main idea.</p>
	<p>Textual information and visual components clearly support the main idea/message. Text is written in meaningful phrases rather than complete sentences or single words.</p>	<p>Textual information is related to the topic, but does not directly support the main idea. Text is written mainly in complete sentences or single words</p>	<p>There are some written text and/or visual components, but they are not relevant to the topic.</p>	<p>There is little to no written text that supports the main idea/topic.</p>
ORGANIZATION	<p>Title is interesting, original, directly relevant, and easily read/identified.</p> <p>The information is organized in logical order. Related text and visual components are arranged together.</p>	<p>Title is present but is not easily identifiable. Title states the topic/main idea but lacks originality and creativity.</p> <p>Some information seems to be unrelated or out of order. Some related text and visual components are arranged together.</p>	<p>Title is too generic or indistinguishable from text.</p> <p>Most of the information lacks order; there seems to be no logical organization in many parts of the infographic.</p>	<p>Title is missing.</p> <p>The few pieces of information are completely disorganized.</p>
VISUALS	<p>Text is written in font type and size that differentiate between title and text and is easy to read.</p> <p>There are an adequate number of visual components to match the amount of text – not too much blank space, but does not look crowded.</p> <p>Color choices allow both text and graphics to be easily read.</p>	<p>Some text and visuals are sized improperly. Too many different font types and colors make the infographic look disorganized.</p> <p>There are too many visuals (looks crowded) or not enough visuals.</p> <p>Some color or formatting choices make the infographic difficult to read/understand or less visually appealing.</p>	<p>There are too few visual components.</p> <p>Improper color and font choices make it difficult to read/understand.</p>	<p>There are no visual components.</p>
COMPELLING CONNECTION	<p>Connection between issue, root cause, and theory of change, is made thoughtfully, with clear intention and insight</p>	<p>Connection between issue, root cause, and theory of is clear</p>	<p>Connection between issue, root cause, and theory of change, is somewhat clear</p>	<p>Connection between issue, root cause, and theory of change is unclear.</p>