Infographic Presentation Rubric

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| Infographic Presentation Rubric | | | | | |
|  | Unsatisfactory  0 | Partially Proficient  5-9 | Proficient  10-20 | Exemplary  25 | Possible  Points |
| Content | The content lacks a clear point of view and logical sequence of information. Includes only one or two facts about the topic. Information is incomplete, out of date and/or incorrect.  Sequencing of ideas is unclear. | The content is vague in conveying a point of view. Includes some information with few facts. Some of the information may not seem to fit. Sources used appear unreliable. | The content is written with a logical progression of ideas and supporting information.  Includes relevant information from reliable sources. | The content is written clearly and concisely with a logical progression of ideas and supporting information.  The project gives the audience a clear sense of the main idea.  Information is accurate, current and comes mainly from \* primary sources. |  |
| Text & Writing Mechanics | The text is extremely difficult to read with long blocks of text and small point size of fonts, inappropriate contrasting colors, poor use of headings, subheadings, indentations, or bold formatting. Errors in spelling, capitalization, punctuation, usage and grammar repeatedly distract the reader and major editing and revision is required. (more than 5 errors) | Overall readability is difficult with lengthy paragraphs, too many different fonts, dark or busy background, overuse of bold or lack of appropriate indentations of text.  Spelling, punctuation, and grammar errors distract or impair readability.  (3 or more errors) | Sometimes the fonts are easy-to-read, but in a few places the use of fonts, italics, bold, long paragraphs, color or busy background detracts and does not enhance readability  The text is clearly written with little or no editing required for grammar, punctuation, and spelling. | The fonts are easy-to-read and point size varies appropriately for headings and text. Use of italics, bold, and indentations enhances readability.  Text is appropriate in length for the target audience and to the point.  The background and colors enhance the readability of text.  The text is written with no errors in grammar, capitalization, punctuation, and spelling. |  |
| Layout | The layout is cluttered, confusing, and does not use spacing, headings and subheadings to enhance the readability. | The layout shows some structure but appears cluttered and busy or distracting with large gaps of white space or uses a distracting background. | The layout uses horizontal and vertical white space  Appropriately. | The layout is visually pleasing and contributes to the overall message with appropriate use of headings, subheadings, and white space. |  |
| Citations | No way to check validity of information. | Sometimes copyright guidelines are followed and some information, photos  and graphics do not include proper citation format. | Most sources of information use proper citation format, and sources are documented to make it possible to check on the accuracy of information. | Sources of information are properly cited, and the audience can determine the credibility and authority of the information presented.  All sources of information are clearly identified and credited using appropriate citation format. |  |
| Total |  |  |  |  | \_\_\_/100 |