

Infographics Project Rubric

Student Name: _____

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement	Unsatisfactory	Total
Project Specifications	Artwork is 11" x 14", RGB, exported as .pdf		Project specifications are not met		/ 5 points
Artwork Originality	Artwork is 100% vector and copyright free.	Artwork is mostly vector. Some may be traced off originals, but final work is copyright free.	Artwork is image traced without modification, copyrighted works are used.	Artwork is missing or insufficient to create the design.	/ 5 points
Facts and Details	Details are carefully researched and show a high level of inquiry. More than five facts are included.	A minimum of five facts are included. Facts show attention to detail and accuracy.	Fewer than five facts are included. Facts are basic, common knowledge requiring little research.	Minimal information is included. Facts are inaccurate.	/ 5 points
Grammar, spelling, and vocabulary	Final product is free of grammar and spelling errors. A high level of vocabulary is used.	A few minor errors in grammar are present. Content-area vocabulary is used frequently..	Obvious errors in spelling and grammar are apparent. Content-area vocabulary is used occasionally.	Many errors in spelling and grammar. Content-area vocabulary is missing.	/ 5 points
Typography	Text is clear and easy to read. A variety of fonts, colors, and sizes use hierarchy to connect information.	Text is clear and easy to read. Fonts, colors, and sizes are used consistently.	Text needs adjustments to improve readability. The same font and color are used throughout the design.	Text may be difficult to read. Standard font settings are used without modification.	/ 5 points
Principles of Design	Artwork demonstrates a high understanding of the principles of design to create a visually harmonious design.	Artwork demonstrates attention to the principles of design, although there is room for improvement. Overall the design is visually pleasing.	More attention to balance contrast, and alignment are necessary to create a visually pleasing design.	Principles of design have been ignored; text and graphics are placed haphazardly on the artboard without attention to alignment or spacing.	/ 5 points
Effort and Creativity	A clear, creative plan to visually organize information is evident in the design. Careful attention to detail and originality is evident in all areas of design.	Good effort and creativity are demonstrated in the design of the project. Basic design elements are used to organize information in a visual manner.	Effort could be increased; design may be too simplistic or lacking in visual organization.	Effort is obviously lacking; final design is messy or incomplete.	/ 5 points
Total Score					/ 30 points