

## Generic Infographic Rubric

*[Describe the infographic's purpose in one sentence.]*

*[Provide guidelines for: the types of sources they should include in their research, how they should cite those sources on the infographic (all at the end or integrated into each slide), any major ideas or sections that should be covered by the infographic.]*

An Infographic is a digital poster that organizes data into an easily digestible visual format. There are many websites that provide free infographic templates. Popular sites are Canva, Piktochart, Infogr.am, and Easel.ly, but use whatever resource you want. If you have an image-making program or even want to create an analog infographic (poster), you may do that as well. Submit your picture or file or link to the completed infographic to Blackboard.

Consult the following sources before you create your infographic:

1. Cash, Ivan, "Infographic of Infographics"
2. Bennett, Shea, "The 36 Rules of Social Media"
3. The following source is a more thorough guide to infographics:  
<http://www.schrockguide.net/infographics-as-an-assessment.html>  
The first 3 minutes of her 50 minute presentation should suffice for our purposes.

The infographic will be graded by the following rubric<sup>1</sup>

	Exceeds expectations	Meets expectations	Needs more work
<b>Data 30%</b>	The data conveys ample evidence to support the main ideas. <i>[add specific guideline here]</i>	The data conveys enough information to support the main idea/s, leaving minimal clutter or blank space. <i>[add specific guideline here]</i>	There is not enough data to support the main idea/s. <i>[add specific guideline here]</i>
<b>Type &amp; Style 20%</b>	The type of infographic chosen (i.e. timeline, informational, etc.) highly supports the content being presented.	The type of infographic chosen represents the content being chosen but another type may lead to more clarity for the viewer.	The type of infographic chosen does not convey the information well or support the content being presented.
<b>Layout 20%</b>	The layout of the infographic adheres to the inverted pyramid style - main point on top, secondary points next, and supporting details at the bottom.  Or, the layout is appropriately clear for the required components: <i>[identify required components here]</i>	The layout of the infographic includes all three components - main point, secondary point, and supporting details - but is not organized in the inverted pyramid style.  Or, the layout is mostly clear for the required components.	The infographic is lacking one or two of the components of good infographic design - main point, secondary point, or supporting details.  Or, the layout is not very clear for the major components.
<b>Information Organization 15%</b>	The infographic utilizes one of the LATCH (location, alphabetical, timeline, category, or hierarchy) information organization formats to allow the viewer to understand the information in the infographic.	The infographic utilizes some components of the LATCH (location, alphabetical, timeline, category, or hierarchy) information organization formats, but the cohesiveness of the information presentation is lacking.	No information organization choice (location, alphabetical, timeline, category, or hierarchy) is present in the infographic.
<b>Citations 15%</b>	Full bibliographic citations for all sources used are included, either in the body of the infographic or all at the end.	The URL of sources used are included, either in the body of the infographic or all at the end.	No citations to sources used are included, neither in the body of the infographic or all at the end.

<sup>1</sup> The rubric is a modification of Kathleen Schrock's "Infographic Rubric." Cited 1 Jan 2015. Online: <[http://kathyschrock.net/pdf/Schrock\\_infographic\\_rubric.pdf](http://kathyschrock.net/pdf/Schrock_infographic_rubric.pdf)>.