

## Info Graphic Rubric

COMPONENTS	EXCEEDS EXPECTATIONS	MEETS EXPECTATIONS	NEEDS MORE WORK
The story	The infographic has 4 or more well constructed arguments with images that leave a powerful impression to the reader of the argument.	The infographic gives 3 or more well constructed arguments with images that connect to each argument.	The infographic has less than 3 arguments. The images do not connect to the arguments. The arguments are not well constructed.
The First Impression	The first impression gives the reader a clear sense of the themes and topics presented. The first impression engages and draws the reader in to want to continue reading. The formatting is clear and flows with the images and text.	There is a clear theme in the infographic that connects the colors, images, and text to the main argument of the infographic.	The infographic does not have clear themes and connections between the colors, images, and argument.
The data	Each argument has 3 or more supporting details with images that connect to the overall theme and first impression of the infographic.	Each argument has 2 or more supporting details that connects to each of the arguments.	The supporting details are not strong or connected to the arguments. The images do not support the details. There are less than 2 supporting details.
The strategy	The color scheme and fonts are used to demonstrate and set the theme and tone of the info-graphic. The creator demonstrates exceptional creativity in how the information is presented visually. There is a clear and unique strategy in the visual representation of the information.	The color scheme and fonts are used appropriately to display the theme and tone of the information. There is a clear strategy in the visual representation of the information.	The color scheme and fonts do not clearly display the theme and tone of the information. The strategy of the visual representation is not clear to the audience.