# **Sample Infographic Rubric**

| **Weight** | **Criteria** | **Advanced** | **Proficient** | **Progressing** | **Incomplete** | | **Points** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **30%** | **Content** | **Points: 12**  The topic is covered thoroughly, with a variety of supporting data where appropriate.  Main points are summarized concisely and masterfully.  Required content is included and supplemented with additional, relevant material. | **Points: 9**  The topic is covered adequately, with some supporting data where appropriate.  Main points are summarized adequately.  Required content is included. | **Points: 6**  The topic is covered partially, with few supporting data where appropriate.  Main points are listed, but not concisely.  Some required content is missing. | **Points: 3**  The topic is covered superficially, and no supporting data is used.  Main points are summarized poorly and are not concise.  A significant amount of required content is missing. | | **/ 12** |
| **20%** | **Organization/ Layout** | **Points: 8**  Visual layout is uncluttered, well-organized, and arranged so that the infographic purpose is very clear.  Colors and font sizes/variations facilitate organization,  presentation, and readability of information. | **Points: 6**  Visual layout is mostly uncluttered, organized, and arranged so that the infographic purpose is discernable.  Colors and font sizes/variations do not interfere with the organization,  presentation, and readability of information. | **Points: 4**  Visual layout is somewhat cluttered, and unorganized. The arrangement sometimes confuses the infographic purpose.  Colors and font sizes/variations occasionally interfere with the organization,  presentation, and readability of information. | **Points: 2**  Visual layout is cluttered, and unorganized. The arrangement is confusing and the infographic purpose is unclear.  Colors and font sizes/variations hinder organization,  presentation, and readability of information. | | **/ 8** |
| **10%** | **Quality of Research** | **Points: 4**  Includes multiple high quality academic, peer-reviewed, and/or primary information sources. | **Points: 3**  Includes a mixture of good primary and secondary information sources. | **Points: 2**  Includes mainly secondary information sources of questionable quality. | **Points: 1**  Includes no information sources, or sources of inadequate quality. | | **/ 4** |
| **20%** | **Quality of Graphic Resources** | **Points: 8**  Graphics are clearly visible and of high quality.  Tables, charts, and images enhance the content, convey relevant information and are taken from appropriate sources. | **Points**: **6**  Most graphics are clear and quality is adequate.  Tables, charts, and images support the content, are somewhat relevant and most are taken from appropriate sources. | **Points: 4**  Some graphics are unclear or of low quality.  Tables, charts, and images contribute somewhat to the content, have limited relevance and/or are taken from questionable sources. | **Points: 2**  Graphics are unclear or poor quality.  Tables, charts, and images do not contribute to the content, have no relevance, and/or are taken from inappropriate sources. | | **/ 8** |
| **10%** | **Grammar/ Spelling** | **Points: 4**  No or very few grammatical and/or spelling errors. | **Points: 3**  Few grammatical and/or spelling errors. | **Points: 2**  Some grammatical and/or spelling errors. | **Points: 1**  Many grammatical and/or spelling errors. | | **/ 4** |
| **10%** | **Citation, Credits and Copyright** | **Points: 4**  All sources cited in preferred style, with no formatting errors.  Credits are listed properly for all graphics.  All graphics obtained legally and licensed appropriately. | **Points: 3**  All sources cited in the preferred style, with few formatting errors.  Credits for graphics missing some details.  Some sources are not licensed appropriately. | **Points: 2**  Some sources not cited accurately or in the preferred style.  Credits for graphics missing many details.  Licensing of many sources is questionable. | **Points: 1**  Many sources not cited accurately.  No or few credits given for graphics.  Most sources infringe on copyright. | | **/ 4** |
| **Total Points** | **/ 40** |



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This work is a adapted from [Video Script/Storyboard Rubric](https://docs.google.com/document/d/1Mfo7neLY6WuQpZ1djOADDNFeVH1XJX-wPSQ1fC06Y8s/edit?usp=sharing) by the [Seneca Sandbox](https://library.senecacollege.ca/sandbox/), used under [CC BY NC SA](https://creativecommons.org/licenses/by-nc-sa/4.0/), and

Stiwich, K. (2021, January) [CREATE Infographic Rubric](https://research.viu.ca/sites/default/files/create-infographic-rubric_3.pdf). Vancouver Island University.