

Rubric (Draft)

<b>Criteria</b>	<b>Poor 0%</b>	<b>Fair 70%</b>	<b>Good 85%</b>	<b>Excellent 100%</b>
<b>Audience Engagement ("The hook")</b>	The infographic is not engaging.	The infographic is informative, but may have limited audience due to use of topics and language, or perspective for professionals only.	The infographic is engaging to a specialized audience, but may need a different approach to apply more broadly.	The infographic is engaging (presenting new, relevant and exciting information, common misconceptions, research findings, etc.) and applicable to a broad and varied audience.
<b>Communicating the Message ("The story")</b>	The message of the infographic is unclear.	The message may be rather hard to follow or may include several messages. Important elements may be missing.	The overall message is clear and the story is sufficiently developed (includes at least 4 parts each with at least 2 data points), but some elements may be missing or incomplete, or too many details may be included.	The story of the infographic is clear, easy to follow and the message is well-substantiated (includes at least 4 logical parts with 2-4 data points in each). The information is related "at a glance", clearly and succinctly in a well-organized and appealing manner.
<b>Accuracy and References</b>	The information is from low-quality sources or simply incorrect; sources are not cited properly or are miscited.	Sources may lack in authority, or may have been misrepresented/misinterpreted.	The information is mostly accurate and is properly sourced, but could use more high-quality references.	The information is accurate, with properly cited reliable sources, without over-summarizing.

<b>Readability and Presentation</b>	Uses a template/layout that is ill-fitting to the purpose of the infographic; distracting and hard to read.	The infographic is fairly generic using a basic template. Infographic is not tailored to the material and may use distracting graphics, colors and fonts that affect readability.	The infographic is fairly generic using a basic template. Infographic is not tailored to the material and may use distracting graphics, colors and fonts that affect readability.	Visual elements (colors, shapes, and fonts) are used to support the message and the flow; the infographic is easy to read.
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