



Name: \_\_\_\_\_

CATEGORY	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
<b>Title</b>	No title	Title does not describe the topic	Title describes the topic, but is not very interesting	Title describes the topic in an interesting way
<b>Images</b>	Infographic includes few or no images	Images contribute to communication of the topic with limited effectiveness	Images mostly contribute to communication of the topic, but more or better images could have been used	All images clearly and effectively contribute to communication of the topic
<b>Data Visualization</b> (e.g., graphs, charts, statistics, etc.)	Data visualization formats are not appropriate or missing completely	Some data visualization formats are not appropriate for the data	All data visualization formats are appropriate for the data, but there is little variety in formats	All data visualization formats are appropriate for the data being and a good variety of formats are used
<b>Layout</b> (use of shapes, colours and white space)	The layout is distracting which makes the infographic difficult to understand	The layout is messy which makes the infographic somewhat difficult to understand	The layout is mostly neat which makes the infographic fairly easy to understand	The layout is neat and attractive which makes the infographic very easy to understand
<b>Text</b> (text size, type of font)	Text is much too small	Text is small	Text is mostly an appropriate size	All text is an appropriate size
	Choice of font makes it difficult to read	Choice of font makes it somewhat difficult to read	Font is fairly easy to read and attractive	Font is very easy to read and is visually pleasing
<b>Spelling, punctuation and grammar</b>	More than 3 errors in spelling/punctuation/grammar	2 errors in spelling/punctuation/grammar	1 error in spelling/punctuation/grammar	No errors in spelling/punctuation/grammar
<b>Sources</b>	Sources are absent	A few sources are included	Most sources are included	All sources are included