**RUBRIC – INFOGRAPHIC**

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|  |  | **Excellent****(20 pts)** | **Good****(16 pts)** | **Fair****(14 pts)** | **Poor****(10 pts)** | **TOTAL** |
| **Content/Focus** | Accurate and detailed info is provided and supports the purpose. All content (visual and textual) concisely complements the purpose. |  |  |  |  |  |
| **Organization** | Info is systematically organized and supports the readers’ comprehension of the main message. |  |  |  |  |  |
| **Argument** | Effectively informs and convinces reader of its intended purpose. |  |  |  |  |  |
| **Visual Appeal** | Fonts, colors, layouts, and visual elements meaningfully contribute to Infographics’ ability to convey overall message. |  |  |  |  |  |
| **Citation** | Full APA bibliographic citations are included for all sources referenced. |  |  |  |  |  |
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| **ASSIGNMENT CRITERIA** |
| **Excellent** | **Good** | **Fair** | **Poor** |
| Assignment directions are followed completely and correctly. All elements are included and presented creatively. Addresses expectations required from students in this class. | Assignment directions are generally well followed, although there may have been one or more elements overlooked. Provides too little information. | Directions are basically followed but does not meet expectations required from students in this class. | Assignment failed to follow directions given. |