Emerging Technology Innovations Infographic Rubric

Criteria	Unsatisfactory-Beginning	Developing	Accomplished	Exemplary	Total
Infographic Topic and Focus/Purpose	**0-20 points** Infographic topic is generally unclear, too broad in scope, and/or lacks focus. Needs work to define the topic and purpose.	**21-27 points** Infographic topic is somewhat unclear in focus and purpose and/or too broad in scope.	**27-33 points** Infographic topic is adequately defined with some degree of focus for the purpose of informing, increasing awareness, educating, or convincing the target audience to take action.	**33-40 points** Infographic topic is specific in nature with a clear focus that answers one question for the purpose of informing, increasing awareness, educating, or convincing a target audience to take action.	/40
Message/Story	**0-29 points** Infographic is lacking in accuracy and/or its message is unclear, disjointed, inconsequential, and/or missing elements of the story.	**30-35 points** Infographic communicates a less than accurate and/or somewhat unstimulating message about an emerging technology. Story progression is somewhat vague. Less than adequate blending of text and images to communicate a data-driven story.	**36-41 points** Infographic communicates an accurate and interesting message about an emerging technology with a beginning, middle, and end. Satisfactory blending of text and images to communicate a data-driven story.	**42-50 points** Infographic communicates an accurate, thought-provoking message about an emerging technology that includes a beginning, middle and end. Effective and creative blending of text and images to communicate a data-driven story.	/50
Design	**0-20 points** The Infographic is poorly designed with an unattractive layout and is lacking in a theme. The overall use of color, fonts, images, text, data, and space detracts from the message. Design needs work.	**21-27 points** The design/layout is somewhat cluttered and/or exhibits information overload. There is a somewhat distracting blend of colors and fonts making it somewhat difficult to read. There is a less than adequate use of space to organize text, images, and data.	**27-33 points** The design/layout is attractive. Images and icons contribute some meaning to the overall message and generally support the data. Color and font choices are legible for the most part. Text, images, and data are organized satisfactorily with adequate spacing.	**33-40 points** The design/layout is visually appealing with a theme. Images and icons contribute meaning to the overall message and support the data. Color and font choices are legible and enhance the design. Text, images, and data are organized well with effective use of space to communicate ideas.	/40
Statistical Data and Information with Sources	**0-29 points** Infographic lacks enough information and statistical data and/or sources are not reputable or relevant to the emerging technology topic and target audience.	**30-35 points** Infographic includes less than adequate information and statistical data and may be lacking a required source and/or may not be reputable or relevant to the emerging technology topic and target audience.	**36-41 points** Infographic includes adequate information and statistical data from 3-5 reputable and relevant sources related to the emerging technology topic and target audience in a real-world context. Sources for text, images, and statistics are cited in the infographic for the most part.	**42-50 points** Infographic includes significant information and statistical data beyond 3-5 highly reputable and relevant sources related to the emerging technology topic and target audience in a real-world context. Sources for all text, images, and statistics are cited in the infographic.	/50

Criteria	Unsatisfactory-Beginning	Developing	Accomplished	Exemplary	Total
Writing Quality	**0-13 points**	**14-15 points**	**16-17 points**	**18-20 points**	/20
	Infographic is inappropriate for the target audience and is written in below average/poor writing style with frequent errors in grammar, punctuation, usage, and spelling.	Infographic is somewhat written in plain language for the target audience in an average and/or casual writing style with some errors in grammar, punctuation, usage, and spelling.	Infographic is satisfactorily written in plain language for the target audience with an above average writing style and standard English with little errors in grammar, punctuation, usage, and spelling.	Infographic is well written in plain language for the target audience using clear standard English characterized by elements of a strong writing style and basically free from grammar, punctuation, usage, and spelling errors.	
				TOTAL POINTS (sum of Criteria)	**/200**

Timeliness Deductions:

- Within 24 hours of due date: **-10 points**
- Between 24-48 hours of due date: **-20 points**
- Between 48-72 hours of due date: **-40 points**