

Your Name _____

Criteria		Points Possible	Points
Content		70	
Research	Project is widely and well researched.	14	
	Project does not have enough research to support it.	11	
	The research component is severely lacking.	7	
	No research was done.	0	
Accuracy	Information is completely accurate and clear.	14	
	Information has a few inaccuracies.	11	
	Information has many inaccuracies.	7	
	Information is completely inaccurate.	0	
Topic/Question	Topic/question is clearly stated.	14	
	Topic/question is murky but still understandable.	11	
	Topic/question is unclear.	7	
	Does not have a topic/question.	0	
Data & Text	Data and text are directly related to the topic/question.	14	
	Data and text are obliquely related to the topic/question.	11	
	Data and text are not related to the topic/question.	7	
	Does not contain data and text.	0	
References	Citations are correct and appropriately attached to the text.	14	
	Citations are appropriate but not done correctly.	11	
	Citations are inadequate.	7	
	Citations are nonexistent	0	
Design		30	
Visualization	Infographic visualizes content whenever appropriate.	6	
	Infographic contains some text that would have been better if visualized.	5	
	Infographic is mostly text with very little visualization.	3	
	Infographic does not visualize any content.	0	
Color Palette	The color palette is visually pleasing, and draws the viewer in.	6	
	Uses color that isn't distracting, but is boring to look at and doesn't draw the viewer in.	5	
	Uses too little, too much, and/or clashing color which distracts the viewer from the material.	3	
	It does not use color.	0	

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Criteria		Points Possible	Points
Layout	The layout is organized well throughout making it easy to follow.	6	
	The layout is mostly organized, but has a few disorganized areas.	5	
	The layout is mostly disorganized, but can still be followed.	3	
	The layout is completely disorganized and cannot be followed.	0	
Visuals	All visuals on the infographic are easy to understand at a glance.	6	
	Some visuals on the infographic are confusing.	5	
	Most of the visuals on the infographic are confusing.	3	
	All of the visuals on the infographic are confusing.	0	
Enhances Content	All visuals enhance understanding of the content.	6	
	Most visuals enhance understanding of the content.	5	
	Some visuals enhance understanding of the content.	3	
	None of the visuals enhance understanding of the content.	0	
Total		100	

Feedback	
The infographic's strong points are:	
Suggestion(s) for improvement:	

Tips for Feedback:

1. Make it concrete. Provide specific pieces of evidence or examples.
2. Make it constructive. Be specific and actionable. Provide strategies for improvement. Avoid generalizations like "Good job".