

Name: _____

Score: _____

Infographic Introduction

	Excellent	Acceptable	Needs Improvement
Information The infographic presented all of the appropriate information as detailed in the assignment. There was evidence that the rhetorical situation was considered, and that the message was audience appropriate.	20-17	16-12	11-0
Layout The document was easy to follow and flowed logically from one section to the next. Titles and section headers were included as appropriate.	5	3	1
Creativity The student responded to the assignment prompt with a creative and visually appealing infographic.	5	3	1
Use of graphics Graphic styles were consistent throughout the document, helped support the text, and were visually appealing. Visual choices showed consideration of the audience, message, and document goals.	5	3	1
Use of color Color choices were consistent throughout the document and showed consideration of the audience, message, and document goals.	5	3	1
Use of fonts Font choices were consistent throughout the document and showed consideration of the audience, message, and document goals.	5	3	1
Oral presentation The infographic was presented clearly and with confidence.	5	3	1

Comments: