

Publication and Design: Infographic Design

☐ Student Scoring
☐ Teacher Scoring

Student Name: _____

Criteria		4	3	2	1
Creativity & Innovation		Graphics and text demonstrates original personal expression and reflect an exceptional degree of student creativity in the creation.	Graphics and text demonstrates some personal expression and reflect student creativity through manipulating and arranging others' ideas to make them their own.	The graphics and text demonstrates little personal expression and instead are strongly based on design ideas of others.	Graphics and texts lack evidence of personal expression, and do not demonstrate original thought or creativity.
Critical Thinking, Problem Solving and Decision Making		Throughout project student demonstrated outstanding critical thinking and problem solving skills while using the new software. Was able to help others, and sought out and gave constructive criticism.	Throughout project student demonstrated the ability to think critical and solve problems while using the new software. Listened to constructive criticism and made adjustments as needed.	Throughout project student was aided in using critical thinking, problem solving, and decision making while using the new software. When given constructive criticism listened, but had difficulty making adjustments.	Throughout project student need teacher assistance to solve problems and make decisions designing using the new software.
Technology Operations and Concepts	Design Attractiveness	The overall design is exceptionally attractive in terms of layout and neatness.	The overall design is attractive in terms of layout and neatness.	The overall design is acceptable; but could be enhanced through better organization and layout.	The overall design is distractingly cluttered/unorganized.
	Clarity of Message	Icon is compelling and goes beyond the obvious.	Icon is clearly related to message. Goes beyond something simple.	The icon is related, but simple or obvious.	The icon does not relate to message.
	Contrast	Use of light and dark elements creates depth. Colors are used strategically.	Use of light/dark is used well to create contrast. Colors are balanced appropriately.	Use of contrast could be enhanced.	The lack of contrast weakens the overall work.
	Repetition	Repeated use of key elements helps to create unity. Use of repetition is subtle.	Repeated use of elements helps create unity.	Repetition is not a strong component of work or is missing.	Lack of repetition makes work seemed scattered or unplanned.
	Alignment/ Proximity	Text and objects created are clearly aligned and bring a professional look to work. Placement of graphics is precise so reader can see what is important.	Texts and objects are aligned for a clean look. Placement of graphics shows relationship of what is clearly connected.	Text and graphics are generally lined up. Some consideration was put into proximity, but could be improved.	Work lacks clear entry point of alignment, which leaves work looking chaotic. Graphics are not placed considering proximity.
	Craftsmanship	Work has no imperfections. Work is clean and neat.	Work has little if any imperfections. Not immediately obvious.	Work has imperfections that create some distraction.	Imperfections are noticeable and distracting.
Effective Communication (Language Use)		No errors in spelling, punctuation or grammar. Student uses precise language to convey message in a concise manner.	Very few errors in spelling, punctuation or grammar. Student uses appropriate vocabulary to convey message in a concise manner.	More than a few errors in spelling, punctuation or grammar. Language lacks clarity at times.	Several errors in spelling, punctuation or grammar. Meaning is unclear due to word choice.

Comments: