

Publication and Design: Infographic Design

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.	Graphics and text demonstrates minimal personal expression and reflect student creativity through manipulating and arranging others' ideas to make them their own.	Graphics and texts lack evidence of personal expression, and do not demonstrate originality or creativity.
Research and Information Fluency		Final product reflects research done above and beyond what was presented and required.	Final product reflects adequate research, which was analyzed and applied to work.	Required research was done in class, but was not fully analyzed or applied to final product.	Minimal research was done in class, but is not applied to final product.
Critical Thinking, Problem Solving and Decision Making		Throughout project student demonstrated outstanding critical thinking and problem solving skills while using technology.	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 demonstrated the ability to think critical and solve problems while using the new software. Listened to constructive criticism and made adjustments.	Throughout project student demonstrated minimal critical thinking and problem solving skills while using technology.
Responsible Design and Citizenship		Project included sources, outside of what was presented in class, are listed and legible.	Applied the LARK policy throughout the project. Sources are listed and are legible.	Applied the LARK policy throughout the project. Sources are listed, but are incomplete or illegible.	Applied the LARK policy throughout the project. Sources are missing or incomplete.
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	Message is clear and compelling.	Message is clear.	The message is somewhat clear but lacks compelling details.	The message is absent or unclear.
	Contrast and Color Use	White space is used strategically and the color used enhancing the meaning of the work.	White spaced used well, and colors are used appropriately and do not clash.	White spaced used well, and colors are used appropriately and do not clash.	White space is not used strategically and colors are used inappropriately or clash.
	Typography	Fonts and effects help to create a strong verbal-visual connection. All font sizes are appropriate.	Typography choices are appropriate, without an excessive number of fonts or effects.	Typography choices are appropriate, without an excessive number of fonts or effects.	Typography choices are inappropriate, with an excessive number of fonts or effects.
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.

Make sure that your infographic includes learning style and left or right brain. This is what we researched!

Last class period we critiqued each others' work. You must try their suggestions today, if it doesn't work you can always change it back. In your reflection you will write what constructive criticism you applied to your work.

All images and websites we used to research learning styles must be listed. A good infographic communicates good research. You must have sources. :)

Read and reread your work. You should not have spelling or grammar errors. Ask a friend or a teacher to read your work. If you publish anything with spelling/grammar errors the product loses CREDIBILITY!