

## RUBRIC TO ASSESS AN INFOGRAPHIC

Student's name: \_\_\_\_\_

ASPECTOS	4	3	2	1
<b>Organization pattern</b>	All the elements of an infographic are included (title, body, sources, credits). There is an excellent relation between the writing and visual information.	All the elements of an infographic are included (title, body, sources, credits). There is proper relation between the writing and the visual information.	No all the elements of the infographic are included and there is not a good relation between the writing and visual information.	Only one or two elements of the infographic are included. There is not relation at all between the writing and visual content.
<b>Design</b>	The information is distributed in a very visual attractive way, the combination of colours is very harmonic, and the typography used is readable and very appropriate.	The information is distributed in a visual way, the colour combination is appropriate, and the typography used is readable and correct.	The information is visually unattractive, the colours are not combined in a harmonious way and/or the typography is not the most appropriate.	The information is visually unattractive, the colours do not combine harmoniously and/or the typography used is incorrect and unreadable.
<b>Content</b>	In the infographic all the information is included and it is very clear.	In the infographic all the information is included, and it is quite clear.	The infographic does not show all the information, but the most relevant one does	The infographic shows less than the 50% of the information required.
<b>Visual elements</b>	All the images used have a CC license. They have perfect size and support the message perfectly.	All the images used have a CC license, they have right size and support the message.	Not all images used have a CC license. In addition, some of them do not have the right size and does not support the message.	Most of the images do not have a CC license, do not have right size and are not related to the message.
<b>Linguistic correction</b>	There are not spelling, morphosyntactic or punctuation mistakes.	There are only a couple of orthographic, morphosyntactic or punctuation mistakes	There are three or four orthographic, morphosyntactic or punctuation mistakes	There are more than five orthographic, morphosyntactic or punctuation mistakes

