

# Rubric for Infographic or Poster

Career Title: \_\_\_\_\_

Task Description: Design an infographic or poster of the chosen career.  
 Include the following information:

- Duties
- Education
- Jobs
- Pay
- Other occupations
- Work schedules

Infographic:  
<http://piktochart.com/>

| Criteria       | weight | Exceptional   | Admirable  | Marginal   | Unacceptable   |
|----------------|--------|---|--|--|--|
| <b>Content</b> | 50%    | <input type="checkbox"/> Appropriate details support main idea<br><input type="checkbox"/> Accurate and detailed information<br><input type="checkbox"/> Information adequately supports purpose of visual            | <input type="checkbox"/> Most details support main idea<br><input type="checkbox"/> Accurate information for almost all subject matter<br><input type="checkbox"/> Information is mostly adequate and supportive of visual's purpose | <input type="checkbox"/> Few details support main idea<br><input type="checkbox"/> Lacking accurate information<br><input type="checkbox"/> Inadequate information is not clearly supportive of visual's purpose | <input type="checkbox"/> No details to support main idea<br><input type="checkbox"/> Information is not accurate<br><input type="checkbox"/> Information does not support the visual's purpose |
| <b>Focus</b>   | 20%    | <input type="checkbox"/> Topic and title clear and easily identified<br><input type="checkbox"/> Main idea is clearly appropriate to topic<br><input type="checkbox"/> All illustrations complement purpose of visual | <input type="checkbox"/> Topic and title are mostly clear and easily identified<br><input type="checkbox"/> Main idea is appropriate to topic<br><input type="checkbox"/> Most illustrations complement purpose of visual            | <input type="checkbox"/> Topic and title difficult to identify<br><input type="checkbox"/> Main idea not clearly stated<br><input type="checkbox"/> Few illustrations complement purpose of visual               | <input type="checkbox"/> Topic and title are not clearly identified<br><input type="checkbox"/> No main idea<br><input type="checkbox"/> Illustrations do not complement purpose of visual     |

Name \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_

|                      |     |   |   |  |   |
|----------------------|-----|---|---|--|---|
| <b>Visual Appeal</b> | 20% | <input type="checkbox"/> Outstanding use of color, design, and space<br><input type="checkbox"/> Original and creative design<br><input type="checkbox"/> Overall design is pleasing and harmonious | <input type="checkbox"/> Adequate use of color, design, and space<br><input type="checkbox"/> Design is adequate<br><input type="checkbox"/> Overall design is mostly pleasing and harmonious | <input type="checkbox"/> Inappropriate use of color, design, and space<br><input type="checkbox"/> Design lacks creativity<br><input type="checkbox"/> Lack of harmonious design in presentation | <input type="checkbox"/> Little attempt to use color, design and space appropriately<br><input type="checkbox"/> Design is dull<br><input type="checkbox"/> Project has sloppy appearance |
| <b>Mechanics</b>     | 10% | <input type="checkbox"/> Free of grammatical errors<br><input type="checkbox"/> Words are legible and pertinent to topic  | <input type="checkbox"/> Mostly free of grammatical errors<br><input type="checkbox"/> Most words are legible and pertinent to topic  | <input type="checkbox"/> Frequent grammatical errors<br><input type="checkbox"/> Presentation is illegible and confusing   | <input type="checkbox"/> Too frequent grammatical errors<br><input type="checkbox"/> Distractive elements make illustration ineffective   |

Assignment Score \_\_\_\_\_ + Beyond/Bonus \_\_\_\_\_ = Final Score \_\_\_\_\_