

**COMD3601 – Info-graphic FINAL Grading Rubric**

Instructor: M. Genevieve Hitchings

Student Name: \_\_\_\_\_

**Overall Concept** (4=Outstanding 1=Needs Work)

- 1. 5 4 3 2 1 Rate the concept and design. Is the message?
- 2. 5 4 3 2 1 Does the design reflect a solid understanding of information flow?
- 3. 5 4 3 2 1 Is the design informative?
- 4. 5 4 3 2 1 Is the project supported by research and are sources credited?
- 5. 5 4 3 2 1 **Visual Diagram:** effectively shows the appearance, structure, or workings of an object
- 6. 5 4 3 2 1 **Information Flowchart:** effectively sequences information and explains concepts through a series of steps: A. B. C., 1. 2. 3., etc. The steps do not have to be presented sequentially but they need to be read and understood within the context of each other.

**Principles of Design**

- 7. 5 4 3 2 1 **Hierarchy:** Does the Info-graphic show a clear hierarchy of information?
- 8. 5 4 3 2 1 **Focal Point:** Does the Info-graphic have a focal point?
- 9. 5 4 3 2 1 **Balance:** Does the layout feel balanced (asymmetrical or symmetrical)? If the layout were on a scale these elements should feel balanced to make a design stable.
- 10. 5 4 3 2 1 **Overall:** Design is a creative, effective and clear visual solution in support of your original *Thesis from Phase 1 - Worksheet?*

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Commitment to refining product

5=Best 1=Worst

- 11. 5 4 3 2 1 Overall layout is readable (comfortable font, font size, paragraph alignment, leading)
- 12. 5 4 3 2 1 Rate overall technical skill used to create the Info-graphic?
- 13. 5 4 3 2 1 Overall attention to detail

- Y N
- 14. \_\_\_ \_\_\_ Effective use of Typography
  - 15. \_\_\_ \_\_\_ Effective use of Title
  - 16. \_\_\_ \_\_\_ At least two effective uses of Charts or Graphs?
  - 17. \_\_\_ \_\_\_ Materials and project dimensions are correct (Margins, Bleeds, Crop Marks)
  - 18. \_\_\_ \_\_\_ Presentation is clean and professional.
  - 19. \_\_\_ \_\_\_ Content contains no errors (grammatical/punctuation).
  - 20. \_\_\_ \_\_\_ Project was handed in and printed on time – (final digital files due **12/18/23**)

If there is any additional information about your Info-graphic that you would like me to know, please do so here: