# Infographic Rubric

Referenced from lesson [Displaying Categorical Data](https://www.bootstrapworld.org/materials/spring2021/en-us/courses/data-science/lessons/displaying-categorical-data/index.shtml) (Spring, 2021)

|  | Wow! | Getting There | Needs Improvement |
| --- | --- | --- | --- |
| Ratio statement: Accuracy | My ratio statement is easily understood and mathematically accurate. | My ratio statement is mathematically accurate but a bit confusing. | My ratio statement is mathematically inaccurate and also quite confusing. |
| Ratio statement: Impact | My ratio statement will really give those who read it something fascinating to contemplate! | My ratio statement is interesting but probably won’t spark any deep conversations. | My ratio statement is dull and uninspired. |
| Images chosen: Accessibility | The imagery that I used when creating my infographic is inclusive. My images avoid stereotyping and help the viewer relate to and understand the topic. | The imagery that I used mostly avoids stereotyping. More inclusive imagery might help viewers connect with my topic better. | The imagery that I included reinforces stereotypes and might leave some viewers feeling disconnected from my message. |
| Infographic: Accuracy | The infographic is correctly drawn to scale (every element is in the same proportion). | There were some minor errors made in drawing the infographic to scale. | The infographic is not accurately scaled. |
| Infographic: Impact | The strategy that I chose (repeated images / bars on a grid / area model) makes sense for my ratio statement and has a strong impact. | The strategy that I chose makes sense but is not terribly impactful; another strategy might have been more effective at conveying my ratio statement. | The strategy that I chose did not make sense in this context nor did it have an impact. |

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