

# Infographic - Final

Course: IGME.110.02 - Intro to Interactive Media

Overall Infographic Design	Yes 5 points	Partial 3 points	No 0 points	Criterion Score
Infographic in PDF format		Submitted in a different file format	Submitted only as URL	/ 5
Appropriate and clear title	Title is clear and relevant	Title not relevant	Neither clear nor relevant	/ 5
Typographic choices	Typography is legible as well as appropriately expressive in the context of the audience and goals	Issues with legibility or expression.	Poor choices, or used only template options	/ 5
Color choices	Work well together, and are appropriate to the audience and goal.	Problems with colors working together, or relevance.	Poor choices, or used only template options	/ 5
Image choices	Images are consistent across infographic, and are appropriate to audience and goal.	Inconsistent, or not appropriate to audience/goals.	Poor choices, or used only template options.	/ 5

Element 1	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Content relevant to infographic				/ 2
Content and title are understandable and legible				/ 2

Element 1	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Image relevant to content				/ 2
Image easy to recognize at a glance				/ 2

Element 2	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Content relevant to infographic				/ 2
Content and title are understandable and legible				/ 2
Image relevant to content				/ 2
Image easy to recognize at a glance				/ 2

Element 3	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Content is relevant to infographic goal.				/ 2
Content and title are understandable and legible				/ 2
Image relevant to content				/ 2

Element 3	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Image relevant to content and easy to recognize				/ 2

Element 4	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Content relevant to infographic				/ 2
Content and title are understandable and legible				/ 2
Image relevant to content				/ 2
Image easy to recognize at a glance				/ 2

Element 5	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Content relevant to infographic				/ 2
Content and title are understandable and legible				/ 2
Image relevant to content				/ 2

Element 5	Yes 2 points	Partial 1 point	No 0 points	Criterion Score
Image easy to recognize at a glance				/ 2

Document	Yes 5 points	Partial 3 points	No 0 points	Criterion Score
Overall writing quality (grammar, spelling, syntax)	Excellent	Good	Poor	/ 5
Overall writing quality (content, structure)				/ 5
Audience defined clearly and with specificity				/ 5
Goal(s) defined clearly and with specificity				/ 5
Infographic format choice explained in context of audience and goal(s)				/ 5
Design elements (color, images, typefaces) explained in context of audience and goal(s).				/ 5

Document	Yes 5 points	Partial 3 points	No 0 points	Criterion Score
Feedback influence on design				/ 5

Total	/ 100
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Overall Score

**Level 5**  
90 points minimum

**Level 4**  
80 points minimum

**Level 3**  
70 points minimum

**Level 2**  
60 points minimum

**Level 1**  
59 points minimum