



## Using Infographics to Visualize Macroeconomic Data: AD-AS Model

### Handout #3: Infographic Rubric

Infographic Rubric	Performance level 4	Performance level 3	Performance level 2	Performance level 1
<b>Defining the infographic topic (10 points)</b>	The topic is clearly communicated through the size, position, and wording of the title and subtitle. The topic is closely related to the AD-AS model. <b>(10 points)</b>	Student is missing one component of PL4. <b>(8 points)</b>	Student is missing two components of PL4. <b>(6 points)</b>	Student is missing three or more components of PL4. <b>(4 points)</b>
<b>Collecting and presenting content and data (25 points)</b>	All infographic content is relevant to the topic and accurate. Content is presented with a balance between words, short lines of text, and numerical data and/or charts. <b>(25 points)</b>	Student is missing one component of PL4. <b>(20 points)</b>	Student is missing two components of PL4. <b>(15 points)</b>	Student is missing three or more components of PL4. <b>(10 points)</b>
<b>Enhancing and supporting content and data with graphics (25 points)</b>	At least 10 graphics are used to support content and data. All graphics are relevant to the content and data presented. (Use discretion here and award full marks if the product is outstanding with fewer than 10 graphics.) <b>(25 points)</b>	Student has at least 8 graphics and all are relevant to the content OR there are 10 graphics, but 1 or 2 are not relevant to the content. <b>(20 points)</b>	Student has at least 6 graphics and all are relevant to the content OR there are 10 graphics, but 3–4 are not relevant to the content. <b>(15 points)</b>	Student has at least 4 graphics and all are relevant to the content OR there are 10 graphics, but 5–6 are not relevant to the content. <b>(10 points)</b>
<b>Communicating ideas effectively through the design and layout (20 points)</b>	The design is appropriate for the topic of the infographic. The order in which content is presented is logical and helps the audience understand the topic. <b>(20 points)</b>	Student has one section on the infographic that does not seem to flow well with the overall design or layout of the infographic. <b>(15 points)</b>	Student has two sections on the infographic that do not seem to flow well with the overall design or layout of the infographic. <b>(10 points)</b>	Student has three or more sections on the infographic that do not seem to flow well with the overall design or layout of the infographic. <b>(5 points)</b>
<b>Writing with correct grammar and spelling (20 points)</b>	All information is presented using correct grammar and spelling. <b>(20 points)</b>	Student has 1–2 grammar and/or spelling mistakes. <b>(15 points)</b>	Student has 3–4 grammar and/or spelling mistakes. <b>(10 points)</b>	Student has 5 or more grammar and/or spelling mistakes. <b>(5 points)</b>
<b>Total Score:</b>	_____ out of 100 points			