RUBRIC: INFOGRAPHIC PRODUCT

From Digital Online Judging to State Championship
Individual Student Event, 2 Titles Allowed Per School To Apply

Infographics are visually stimulating ways to present data/information in a simplified and understandable manner. When students design and create infographics, they decide which design elements (symbols, images, text, charts, graphs, maps, etc.) will best help present their topic in an attractive and effective way. Infographics have become and engaging method for teaching complex concepts in easy to understand visualizations. Developing an infographic product helps students practice informational, visual, and technical literacies. The best products will move ahead as finalists at the STLP State Championship. First and second place in each grade division will be recognized at the State Championship Awards.

What the STLP Coordinator/Coach should do:
- Share the rubric with students that create infographics
- Connect students with online resources to learn more about infographics
- Decide a location to post work, noting URL address when the school registers
- Assist student with questions, make suggestions on quality of work; connect students with resources
- Check for any copyright issues; clarify that all sources are properly cited
- Help student save infographic in a file format that can be viewed openly on most devices. Products created using propriety software (such as MS Publisher) should be saved in, and registered for judging, an open file format (.jpg, .png, or .pdf).

What the student should do:
- Review rubric; follow all copyright rules
- Create original infographic that teaches viewer about a clear topic
- Turn work in on time to be posted for registration; include the process used
- Create process: a description written by the student of the steps and tools that he/she used to create the end product
- Same product cannot be entered in multiple categories; no one student can have two entries in the same category

ONLINE JUDGING/ STATE CHAMPIONSHIP	CRITERIA	POINTS EARNED
ACCESS	The pieces can be viewed online without password access or special software (i.e. .jpg, .png, .pdf or other open file format)	0 5
COPYRIGHT/CITATION	The infographic is original. All facts and data sources are cited. There are no issues with copyright; visuals are school appropriate	0 5
	JUDGING continues ONLY IF image has a score of 10	
TOPIC CLARITY	The topic selected is specific and clearly presented in a manner that informs or convinces the viewer	1 2 3 4 5
RESEARCH ACCURACY	Main concept (topic) is supported by facts/data that are accurate and relevant to that concept	1 2 3 4 5
CREATIVITY/ORIGINALITY	The concept is presented in a creative and visually appealing manner, making use of appropriate design elements	1 2 3 4 5
ORGANIZATION	The design elements (labels, charts, maps, graphs, fonts, images) and data are placed throughout the infographic in a way that drives understanding of the concept	1 2 3 4 5
DATA VISUALIZATION	Graphics and design elements used are helpful and effective at representing data/information	1 2 3 4 5
DESIGN FEATURES	Color, shape, size and arrangement of graphics contribute meaning to the overall concept being presented	1 2 3 4 5
GRAMMAR MECHANICS	Information was writing grammatically correct with no spelling or punctuation mistakes	1 2 3 4 5
PROCESS	Student completely explains the process and steps in creating the piece; judges can access this process online	1 2 3 4 5
	TOTAL SCORE OUT OF 50:	

AT STATE PRESENTED ON STAGE: First   Second