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| **Infographic Media Assignment - Evaluation Criteria:** | | | | |  |
| **Categories** | **Level 4**  **(80-100%)** | **Level 3**  **(70-79%)** | **Level 2**  **(60-69%)** | **Level 1**  **(50-59%)** | |
| **Knowledge/Understanding** |  |  |  |  | |
| Includes information about the topic | Includes at least 6 sections | Includes at least 4-5 sections | Includes at least 2-3 sections | Includes at least fewer than 2 sections | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| **Thinking and Inquiry** |  |  |  |  | |
| Information, title, and images focus on one clear purpose | All information, the title, and the images focus on one clear purpose | Most of the information, the title, and the images focus on one clear purpose | Some of the information, the title, and the images focus on one clear purpose | A limited amount of the information, the title, and the images focus on one clear purpose | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| **Communication** |  |  |  |  | |
| Uses a focal image and smaller images effectively | Includes one focal image and more than 4 smaller images or icons | Includes one focal image and 2-3 smaller images or icons | Includes one focal image and fewer than 2 smaller images or icons | Is missing a focal image or icons | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| Uses colours to increase the visual appeal | Includes multiple colours that thoroughly compliment each other | Includes multiple colours that considerably compliment each other | Uses 1-2 colours that somewhat compliment each other | Uses 1 colours or a few colours that do not compliment each other | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| Uses correct grammar and vocabulary | Uses language with a high degree of success | Use language with considerable success | Uses language with some success | Uses language with limited success | |
| **/3 marks** | 2.4-3 marks | 2.1-2.3 marks | 1.8-2 marks | 1.5-1.7 marks | |
| Final grade:  **/23 marks** | Descriptive Feedback:  This is a nice infographic. Here is the specific feedback from each section of the rubric:  **Knowledge/Understanding**   * You have 7 sections that relate to your topic.   **Thinking/Inquiry**   * Your title, information, and images all have a clear purpose. * Some of your information is not related to the title. * Your title does not show the purpose of the infographic.   **Communication**   * Your chose nice images for your topic. * Try to either use clipart or real photos. Mixing them together does not look great. * You have a clear focal image and other smaller images. * You could make your focal image a little larger and more separated from the other images. * You don’t have a clear focal image. * Your colour choices complement each other very nicely. * You could have added a little more colour. * You have used many colours. Perhaps choosing only 2-3 would make it look cleaner and more attractive. * The white background photos don’t match well with the other colours. Try not to use those unless your entire background is white. * Your language and grammar is perfect! * You have some language and grammar mistakes, but they don’t distract from your ideas. * To improve your grammar, you can work on subject verb agreement. * Some of your sentences are a little unclear. Try reading your writing out loud when you are editing. | | | | |