

**Final Infographic Poster**

**Creativity & Visual Design** . . . . . /30  
*How creative is the overall design? How well does it visually reflect the topic being explored?*

**Functionality/legibility** . . . . . /30  
*How easy is it to understand **what** information is being conveyed? Can the text be easily read and understood?*

**Information design** . . . . . /30  
*How effectively do the charts and graphs help **communicate** that information? Does this design make **correlations, trends or patterns** more apparent?*

**Proofing** . . . . . /15  
*Attention to spelling/kerning/etc.*

**Citations** . . . . . /15  
*Does the final project mention its primary sources? Are those sources reputable?*

**Craftsmanship** . . . . . /30  
*Does the format meet the project specs? How well is it printed and mounted?*

**PDF File** . . . . . /10  
*Digital file of the final poster submitted?*

---

Subtotal . . . . . /160

**Process Book**

**Design Brief** . . . . . /15

**Research/Notes** . . . . . /15

**Thumbnails/Sketches** . . . . . /15

**Comps (hand-drawn & digital)** . . /15

**Small print of final poster** . . . . . /10

**Book layout & organization** . . . . /20

---

Subtotal . . . . . /90

**Bibliography**

*Complete, reputable citations? Uses CMS format? Print and PDF included?*

---

Subtotal . . . . . /30

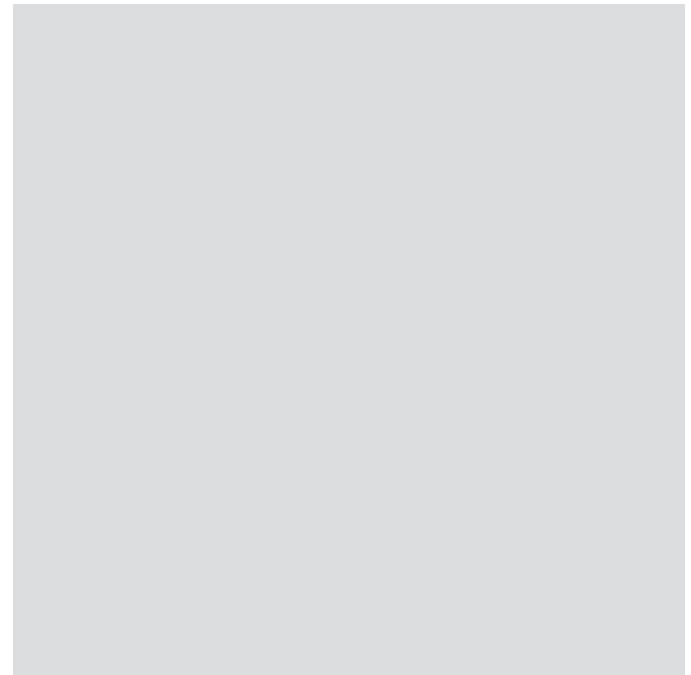
**In-Class Presentation**

*Did the presenter show confidence and strong knowledge of the subject? Did they show up to class on time with all materials?*

---

Subtotal . . . . . /20

**TOTAL:** . . . . . /300



INFOGRAPHIC POSTER  
PRESENTATION  
PROCESS MATERIALS  
CITATIONS