

# Your Brain on Drugs: Infographic Rubric

10 Meets all requirements at a high level.	9 Meets all requirements with some room for improvement.	8 Meets most requirements.	7 Meets some requirements.	5 Meets very few requirements.	0 Not present in paper.
<b>Focus and Completion (10 pts)</b>	<ul style="list-style-type: none"> <li>Infographic is clearly answers the question: What happens to your brain on this drug?</li> <li>ALL the required elements are clearly covered, including: Hook/Meat/Wrap-up, Studies and Neurochemistry. See project handout for more details.</li> </ul>				
<b>Information (30 pts)</b>	<ul style="list-style-type: none"> <li>The facts, data and statistics used completely and clearly answer the question</li> <li>The question is answered at an appropriate level of sophistication for an educated but non-expert audience</li> <li>The information presented is accurate</li> </ul>				
<b>Sourcing (10 pts)</b>	<ul style="list-style-type: none"> <li>All facts, data and statistics used are clearly attributed to the original source</li> <li>All graphics or images not created by the student or from Piktochart are attributed to their original source</li> <li>Sources for data and statistics are reliable and unbiased</li> </ul>				
<b>Design (30 pts)</b>	<p>The infographic follows good design principles by effectively using the following techniques:</p> <p><b>Space and Focus</b></p> <ol style="list-style-type: none"> <li>Use of space to direct eye movement: Horizontal data, L→R reading</li> <li>Point of emphasis: What's most important? How do we know?</li> </ol> <p><b>Visual Elements: Color, images, graphs</b></p> <ol style="list-style-type: none"> <li>Integration of text and images</li> <li>Easily interpreted icons or graphical representations</li> <li>Purposeful use of color: Limited palette &amp; emotive colors</li> </ol> <p><b>Text</b></p> <ol style="list-style-type: none"> <li>Integration of text and images</li> <li>Varied text size, consistent fonts</li> <li>Minimal text</li> </ol> <p><i>The Infographic is created to be 18" x24" oriented in landscape or portrait</i></p>				
<b>Professionalism (10 pts)</b>	<ul style="list-style-type: none"> <li>Infographic is free from spelling, capitalization and grammatical errors</li> <li>Infographic contains no layering or design errors</li> <li>Infographic shows evidence of significant refinement and exceeds expectations</li> </ul>				
<b>Bonus (5 pts)</b>	<ul style="list-style-type: none"> <li>Post your work on a social media outlet to spark conversation. These projects will receive up to an additional 5 pts or a 100%, whichever comes first. To receive credit, send me the link, and show evidence of spurring/engaging in conversation.</li> </ul>				