

CREATE Infographic Rubric

| Content Criteria | Expert – 8 pts | Proficient – 6 pts | Emerging – 4 pts | Novice – 2 pts |
|---|--|---|---|--|
| Oral Presentation of Infographic Score: /8 | <p>Thoroughly but concisely presents main points of the infographic in a well-organized manner. Its purpose is well understood.</p> <p>Narration and/or answering of questions is engaging, thorough, and adds greatly to the presentation</p> | <p>Adequately presents main points of the infographic in a fairly well-organized manner. Its purpose is fairly well-understood.</p> <p>Narration and/or answering of questions is adequate and adds to the presentation</p> | <p>Presents main points of the infographic but are not well organized. Its purpose is not well-understood</p> <p>Narration and/or answering of questions is somewhat lacking, does not add to presentation</p> | <p>Does not sufficiently present main points, is not well-organized, and its purpose is not well-understood.</p> <p>Narration and/or answering of questions is lacking, confusing</p> |
| Visual Presentation of research Score: /8 | <p>Overall visually appealing; not cluttered; colors and patterns enhance readability; Uses font sizes/variations which facilitate the organization, presentation, and readability of the information</p> <p>Graphics (e.g., tables, figures, pictures etc.) are engaging and enhance the text; content is clearly arranged so that the viewer can arrive at the infographic's purpose without narration</p> | <p>Overall visually appealing; not cluttered; colors and patterns support readability</p> <p>Adequate use of font sizes/variations to facilitate the organization, presentation, and readability of the information</p> <p>Graphics (e.g. tables, figures, pictures etc.) enhance the text; content is arranged so that the viewer can understand purpose without narration</p> | <p>Visual appeal is adequate; somewhat cluttered; colors and patterns detract from readability</p> <p>Use of font sizes/variations to facilitate the organization, presentation, and readability of the information is somewhat inconsistent/distractions</p> <p>Graphics adequately enhance the text</p> <p>Content arrangement is somewhat confusing; needs narration to understand</p> | <p>Not very visually appealing; e.g. cluttered; colors and patterns hinder readability</p> <p>Use of font sizes/variations to facilitate the organization, presentation, and readability of the information is inconsistent/distractions</p> <p>Graphics do not enhance the text</p> <p>Content arrangement is confusing and needs narration to understand</p> |

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| Spelling and Grammar | 3pts | 2pts | 1pt |
| Spelling and grammar are at a level to be expected from a university student. | Yes – No mistakes | Almost – Minimal mistakes | Needs some work – noticeable or excessive mistakes |

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|---|-------------------------------|--------------------------------------|--|
| Timing | 3pts | 2pts | 1pt |
| The presentation was delivered in the prescribed time – 5 minutes | Yes – Nailed it! 5min ±30 sec | Almost – Over/Under by 30-60 seconds | Needs some work – Moderator had to end the presentation, or it was < 4 min |

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| Overall message | 3pts | 2pts | 1pt |
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Rubric developed at Vancouver Island University by Kendra Stiwich, January 2021 for CREATE 20|21

<https://www.cornellcollege.edu/library/faculty/focusing-on-assignments/tools-for-assessment/poster-presentation-rubric.shtml>

<http://meeting.spsp.org/sites/default/files/SPA-Rubric-Round-1.pdf>

<https://guides.library.illinois.edu/poster/rubric>

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|---|--------------------------------|---------------------------------------|---|
| The final takeaway is obvious and understandable to the viewer; purpose of the poster is clear. | Yes – It hits you in the face. | Almost – Found it, but it took a bit. | Needs some work – Still not entirely sure what is going on. |
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