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Start Date

Jul 1, 2019 11:00 PM

Hide Rubrics

Rubric Name: Undergrad Poster/Infographic/Brochure Assignment Rubric v1

This table lists criteria and criteria group name in the first column. The first row lists level names and includes scores if the rubric uses a numeric scoring method.

Criteria

Does Not Meet 0%

Approaches 60%

Meets 70%

Exceeds 100%

Content/Quality of Information Weight: 40%

0 points

Topic is inappropriate to assignment, not based on scholarly information (if required), unclear and difficult to understand, no hyperlinks to credible sites; did not include required assignment components.

24 points

Topic is mostly covered and appropriate to assignment, but not based on scholarly information (if required); mostly clear and understandable; some of required assignment components are present.

28 points

Good coverage of topic and appropriate to assignment; sound, research-based (if required) information; clear and understandable; all required assignment components are accurate and present.

40 points

In-depth coverage of topic and assignment components; outstanding clarity of information.

/ 40

Presentation of Poster, Infographic, or Brochure (Artifact) Weight: 20%

0 points

Unattractive; difficult to interpret; poor color choice and contrast; artifact is messy or over-crowded with information.

12 points

Attractive but somewhat difficult to interpret; somewhat pleasing contrast between text and background, artifact may be somewhat disorganized, but is not over-crowded with information.

14 points

Information is easy to interpret, pleasing colors with strong contrast between text and background, information on artifact is clearly presented, well-spaced, and attractive.

20 points

Excellent use of transitions and effects that enhance the presentation of the artifact. Artifact is designed for maximum impact of content.

/ 20

Use of Multimedia, Graphics, Diagrams, and/or Illustrations Weight: 30%

0 points

Does not include required multimedia, graphics, diagrams, and/or illustrations or they are irrelevant to topic or detract from content as a whole.

18 points

Required multimedia, graphics, diagrams, and/or illustrations are generally relevant but some may not appropriately support the content.

21 points

Required multimedia, graphics, diagrams, and/or illustrations are highly relevant and acceptably support the content; sized and positioned appropriately.

30 points

Required multimedia, graphics, diagrams, and/or illustrations add clarity and sophistication to the content; they improve the effectiveness of the artifact.

/ 30

Writing, Mechanics, and APA Weight: 10%

0 points

Style is inappropriate or does not address given audience, purpose, etc. Inconsistent grammar, spelling, and punctuation; APA format is not evident in the references.

6 points

Style is somewhat appropriate to given audience and purpose. Repetitive mechanical errors distract the reader. Inconsistencies in language, sentence structure, and/or word choice are present. There are missing APA elements in the references.

7 points

Style is appropriate to the given audience and purpose. Word choice is specific and purposeful, and somewhat varied throughout. Minimal mechanical or typographical errors are present, but are not overly distracting. References have few formatting errors.

10 points

Style shows originality and creativity. Word choice is dynamic and varied. Free of mechanical and typographical errors. References are formatted correctly using APA elements.

/ 10

Total

/ 100