



MARKING RUBRIC / FICHE DE NOTATION

# GRAPHIC DESIGN

# INFOGRAPHIE

POST-SECONDARY AND SECONDARY /  
NIVEAU POSTSECONDAIRE ET SECONDAIRE

## Creative and Aesthetic Elements (Subjective Marking Rubric)

### Appropriate to the Target Market

Unskilled	Novice	Undeveloped	Marginal	Proficient	Standard	Skilled	Excellent	Expert	Mastery
Concepts show an <b>attempt</b> of identifying a target audience	Concepts deliver a <b>very weak</b> message to the target audience.	Concepts deliver a <b>weak</b> message to the target audience.	Concepts deliver a message the target audience <b>somewhat understands.</b>	Concepts deliver a message the target audience understands.	Concepts deliver a message the target audience <b>understands</b> with <b>common elements</b> to support the message.	Concepts deliver a message the target audience <b>understands</b> with <b>great elements</b> to support the message.	Concepts deliver a clear and concise message the target audience <b>quickly</b> understands with <b>unique elements</b> to support the message.	Concepts deliver a clear and concise message the target audience <b>quickly</b> understands with <b>outstanding</b> elements to support the message.	Concepts deliver a clear and concise message the target audience <b>immediately</b> understands with astounding elements to support the message.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>

### Use of Images

Unskilled	Novice	Undeveloped	Marginal	Proficient	Standard	Skilled	Excellent	Expert	Mastery
Use of Images was <b>not attempted.</b> No images were used to enhance the layout and design.	Use of Images was <b>poor.</b> The use of a images <b>did not</b> enhance the layout and design and <b>lacked</b> consideration of the placement and size of the images.	Use of Images was <b>weak.</b> The use of a <b>few</b> of the images was <b>good</b> in enhancing the layout and design and <b>lacked</b> consideration of the placement and size of the images.	Use of Images was <b>minimal.</b> The use of a <b>some</b> of the images was <b>good</b> in enhancing the layout and design and <b>lacked</b> consideration of the placement and size of the images.	Use of Images was <b>good.</b> The use of a <b>some</b> of the images was <b>very good</b> in enhancing the layout and design with <b>some</b> consideration of the placement and size of the images.	Use of Images was <b>very good.</b> The use of a <b>many</b> of the images was <b>very good</b> in enhancing the layout and design with <b>very good</b> consideration of the placement and size of the images.	Use of Images was <b>great.</b> The use of a <b>many</b> of the images was <b>excellent</b> in enhancing the layout and design with <b>skillfull</b> consideration of the placement and size of the images.	Use of Images was <b>outstanding.</b> The use of a <b>majority</b> of the images was <b>excellent</b> in enhancing the layout and design with <b>exacting</b> consideration of the placement and size of the images.	Use of Images was <b>excellent.</b> The use of a <b>majority</b> of the images <b>excellent</b> in enhancing the layout and design with <b>excellent</b> consideration of the placement and size of the images.	Use of Images was <b>exceptional.</b> The use of <b>all</b> images was <b>exceptional</b> in enhancing the layout and design with <b>exceptional</b> consideration of the placement and size of the images.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>

### Font Choice – size, colour, legibility, impact

Unskilled	Novice	Undeveloped	Marginal	Proficient	Standard	Skilled	Excellent	Expert	Mastery
Majority of font missing. No font manipulation attempted	No variation in the font used. No connection between the font style, size and colour with the projects.	Font included but does not enhance the project. No variation of the font style, size or colour.	Font creates a disjointed project design. Font placement creates confusion as to the intent of the project. Minimal variation in the font style, size or colour	Understanding of font placement demonstrated. Interest in the project created through use of font.	Attention to the project message attempted by use of style, size or colour. Font placement used to support project message.	Font choice sufficiently interesting to capture the attention of the target market. Interesting style, size and colour variation used to support the message.	Font colour compliments the entire project design. Font style or size enhances the project message.	Font selections are appropriate for the project design. Selection of font, style, size and colour enhances the project.	Innovative decisions made on appropriate font choice. Font sizing used to enhance the impact of the project. Appealing selection of font colours and style used.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>

### Concept – originality, idea

Unskilled	Novice	Undeveloped	Marginal	Proficient	Standard	Skilled	Excellent	Expert	Mastery
Concept and style deters the viewer's attention. The idea is undesirable.	Concept and style does not capture the viewer's attention. The idea lacks skill.	Concept and style does not capture the viewer's attention. The idea is weak.	Concept and style somewhat captures the viewer's attention. The idea is satisfactory.	Concept and style captures the viewer's attention. The idea is good.	Concept and style peeks the viewer's attention. The idea is common.	Concept and style holds the viewer's attention. The idea is great.	Concept and style catches the viewer's attention. The idea is unique.	Concept and style quickly obtains the viewer's attention. The idea is outstanding.	Concept and style skillfully grabs the viewer's attention. The idea is astonishing.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>

### Layout – composition, balance, shape, space

Unskilled	Novice	Undeveloped	Marginal	Proficient	Standard	Skilled	Excellent	Expert	Mastery
Layout was null. Composition, balance, shape, space for almost all images and texts were not organized, harmonized or organized.	Layout was poor. Composition, balance, shape, space for most images and texts were not organized, harmonized or organized.	Layout was weak. Composition, balance, shape, space for several images and texts were not organized, harmonized or organized.	Layout was minimum. Composition, balance, shape, space for a minority of images and texts were arranged, harmonized and organized.	Layout was good. Composition, balance, shape, space for a majority of images and texts were arranged, harmonized and organized.	Layout was very good. Composition, balance, shape, space for several images and texts were arranged, harmonized and organized.	Layout was great. Composition, balance, shape, space for most images and texts were arranged, harmonized and organized.	Layout was outstanding. Composition, balance, shape, space for almost all images and texts were arranged, harmonized and organized.	Layout was astonishing. Composition, balance, shape, space for all images and texts were arranged, harmonized and organized.	Layout was awesome. Composition, balance, shape, space for all images and texts were perfectly arranged, harmonized and organized.
1	2	3	4	5	6	7	8	9	10

### Impact of Design execution

Unskilled	Novice	Undeveloped	Marginal	Proficient	Standard	Skilled	Excellent	Expert	Mastery
Overall design contains elements that could <b>potentially</b> have impact if used differently.	Overall design contains elements with <b>little overall impact</b> to the viewer.	Design contains elements with <b>some visual impact</b> to the viewer but is lacking overall.	Design contains elements with <b>visual impact</b> to the viewer but is lacking overall.	Design contains elements with <b>visual impact</b> and shows an <b>attempt at integrating these elements</b> with the overall design.	Design contains elements with <b>some visual impact</b> and <b>shows common integration of elements</b> with the overall design.	Overall design has <b>strong visual impact</b> and shows <b>purposeful attempts</b> at incorporating various elements that work to improve the overall design impact.	Overall design has impactful <b>visual impact</b> and shows an <b>outstanding</b> incorporation various elements that work to improve the overall design impact.	Overall design has <b>deliberate visual impact</b> and <b>clearly demonstrates integration</b> of all elements to promote the overall impact of the design.	Overall design has <b>immediate visual impact</b> . The <b>layout and choice of colours, fonts, graphics and images</b> all contribute to the overall design impact.
1	2	3	4	5	6	7	8	9	10

### Cohesiveness of all elements

Unskilled	Novice	Undeveloped	Marginal	Proficient	Standard	Skilled	Excellent	Expert	Mastery
Minimal effort was put into making elements work together.	Very few elements display thought of working together	An attempt was made at making elements cohesive.	Elements are somewhat cohesive	Elements are cohesive and there is a relationship established between elements.	Shows understanding of branding, elements are cohesive thoughtfully connected.	Shows understanding of branding, elements are cohesive and creatively connected.	Elements have a strong connected look throughout, adept connectivity between elements.	Elements have a very strong connected look throughout, unique connectivity between elements	There is an immediate connect between all project elements. Every piece contributes to a clear and concise over all branded look.
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>