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COMPONENTS	EXCEEDS EXPECTATIONS	MEETS EXPECTATIONS	NEEDS MORE WORK
TOPIC	The topic of the infographic is specific in nature and is intended to inform or convince the viewer.	The topic of the infographic may be a bit too broad to allow the viewer to understand the main points.	The topic of the infographic is hard to ascertain and needs to be made more specific.
TYPE	The type of infographic chosen (i.e. timeline, informational, etc.) highly supports the content being presented.	The type of infographic chosen represents the content being chosen but another type may lead to more clarity for the viewer.	The type of infographic chosen does not convey the information well or support the content being presented.
OBJECTS	The objects included in the infographic are repeated to support various data points and to make it easier for the viewer to understand the infographic.	Some objects included in the infographic are repeated but the infographic did not seem to include enough repeated elements to make it understandable.	Too many different types of objects are used in the infographic and that makes it hard for the viewer to understand the content.
DATA VISUALIZATIONS	The data visualization formats chosen make the data presented easy for the viewer to understand the information.	The data visualization formats chosen showcase the data, but some may make it difficult for the viewer to understand the points.	Other data visualization formats should be chosen to best showcase the data presentation for the viewer.
FONTS	The infographic includes an appropriate font to both complement the content and make the text readable.	The infographic includes multiple fonts and/or the fonts do not seem related to the infographics topic.	The font(s) used in the infographic make the text almost unreadable.

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COLORS	The color choices enhance the visibility of the infographic. Different saturations of the same color are used wisely.	The color choices are fine, but too many colors may have been used.	The color choices for the infographic are not visually pleasing and detract from the infographic.
LAYOUT	The layout of the infographic adheres to the inverted pyramid style - main point on top, secondary point next, and supporting details at the bottom.	The layout of the infographic includes all three components - main point, secondary point, and supporting details - but is not organized in the inverted pyramid style.	The infographic is lacking one or two of the components of good infographic design - main point, secondary point, or supporting details.
INFORMATION ORGANIZATION	The infographic utilizes one of the LATCH (location, alphabetical, timeline, category, or hierarchy) information organization formats to allow the viewer to understand the information in the infographic.	The infographic utilizes some components of the LATCH (location, alphabetical, timeline, category, or hierarchy) information organization formats, but the cohesiveness of the information presentation is lacking.	No information organization choice (location, alphabetical, timeline, category, or hierarchy) is present in the infographic.
CITATIONS	Full bibliographic citations for all sources used are included.	The URL of sources used are included.	No citations to sources used are included.
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