

Infographic Assessment Rubric

INFOGRAPHIC ASSESSMENT _____

CLASS/SEMESTER :
 STUDENTS' NAME/GROUP :
 NIM :

No.	Scoring Aspects	Score				Weight	Total
		1	2	3	4		
1	Design and Layout					20%	
2	Data and Research					20%	
3	Content					30%	
4	Clarity and Presentation					30%	

Score Guide Description:

No.	Scoring Aspects	Score	Description
1	Design and Layout	4	Infographics created: Used the right type of infographic Layout is organized and uses a consistent style The colors used capture people's attention and match the content The font used is consistent and clearly legible
		3	Infographics created: Used the right type of infographic Layout is organized and uses a consistent style The colors used do not capture people's attention and do not explain the content. The font used is inconsistent and some fonts are not clearly legible.
		2	Infographics created: Used the right type of infographic Layout is organized and uses a style that is less consistent The colors used do not support each other so that it does not explain the content well The writing used is inconsistent and most of the writing is not clearly legible.
		1	Infographics created: Not using the right type of infographic Layout is organized and uses an inconsistent style The colors used do not support each other so that it does not explain the content well The writing used is inconsistent and much of the writing is not clearly legible.
2	Data and Research	4	Infographics created: Uses credible and research-based sources The data used supports the content of the infographic Uses more than 10 references List the sources used
		3	Infographics created: Uses credible sources and most of the sources are based on research. The data used supports the content of the infographic Uses about 7 - 10 references List the sources used
		2	The infographic that was created: Uses moderately credible sources but few research-based sources. The data used supports less of the content of the infographic Uses about 4 - 6 references Lists the sources used
		1	The infographic that was created: Does not use credible sources and sources are not based on research.

			The data used does not support the content of the infographic Used about less than 3 references Does not list the sources used
3	Content	4	The infographic that was created: The main idea can be easily understood Uses the right choice of words or terms that are defined briefly, concisely and clearly. Uses effective sentences
		3	The infographic that was created: The main idea can be easily understood Most of the word choices or terms used are defined briefly, concisely and clearly. Uses fairly effective sentences
		2	The infographic that was created: The main idea may not be easily understood Most of the word choices or terms used are not defined briefly, concisely and clearly. Use of ineffective sentences
		1	The infographic that was created: The main idea is difficult to understand Most of the word choices or terms used are not defined briefly, concisely and clearly. Uses ineffective sentences
4	Clarity and Presentation	4	The infographic that was created: Makes a good first impression Uses graphics or visuals appropriately and in moderation. The graphics or visuals used support the main idea Graphics or visuals do not distract people from the main idea
		3	The infographic that was created: Gives a good enough initial impression Uses graphics or visuals appropriately but excessively. Some graphics or visuals used do not support the main idea. Graphics or visuals distract people from the main idea
		2	The infographic that was created: Gives a poor initial impression Uses graphics or visuals inappropriately and doesn't support the main idea.
		1	The infographic that was created: Gives a bad initial impression Does not use graphics and visuals to support the main idea

Final Score Calculation Formula:

$$Final\ Score = \frac{(20 \times A1) + (20 \times A3) + (30 \times A3) + (30 \times A4)}{4}$$

Example:

$$Final\ Score = \frac{(20 \times 3) + (20 \times 4) + (30 \times 3) + (30 \times 3)}{4}$$

$$Final\ Score = \frac{320}{4} = 80$$

Scoring Conversion & Example:

- 1) For example, the score obtained by Student/Group A = $\frac{320 (Score\ Obtained)}{4 (Max.\ Score)} = 80,00$
- 2) The score of 80.00 (Scale 0 - 100) is converted into a scale of 0 - 4 using the following formula:

$$Score\ (Scale\ of\ 4) = \frac{Obtained\ Score\ (Scale\ of\ 0 - 100)}{100 (Max.\ Score)} \times 4$$

Thus:

$$\text{Final Score (Scale of 4)} = \frac{80,00 (\text{Obtained Score})}{100 (\text{Max.Score})} \times 4 = 3,20$$

- 3) The number score (on a scale of 1 - 4) is then translated into a letter grade predicate in accordance with the circular of the Faculty of Language and Arts and the 2016 UNIMA Assessment Guidelines, as in the table below:

Scoring Range	Nilai Huruf
3,60 – 4,00	A
3,00 – 3,59	B
2,00 – 2,99	C
1,00 – 1,99	D
0 – 0,99	E

Based on the conversion results above, students in group A Predicate B with a score of 3.20