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| COMPONENTS | 3 | 2 | 1 |
| 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 |
| COLOURS | 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. |
| CITATIONS | Full bibliographic citations for all sources used are included. | The URL of sources used are included. | No citations are included. |

Disease Case Study: HIV/AIDS or Malaria Infographic (Computer or Hand Generated)