

Design Fundamentals: Infographic—(Student Self-Grading Rubric)

Complete this form, use it as notes when you present to class, and hand it in with your work for a final grade.

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Overview: Simply put, an infographic delivers the information with a visual that is primarily art and graphics—with a few words to help explain. It speaks visually to your audience, showing them what you are trying to communicate. For this project, you'll design one infographic for a single set of facts or data. Size: 1080 x 1080 pixels, CMYK, 300 ppi. Software: Adobe Illustrator. Draw in vector (no photos). Emphasize one main element in your design. Use only as much type as needed. More art is better. Focus on one concept or fact with your infographic. Only use 1–2 typefaces. Create a color scheme with 3–5 colors. Use a contemporary design and illustration style. Present your work and participate in critiques.

Be prepared to explain how your design work uses the list below to deliver your message visually to your audience.

Briefly describe your project:

Message (3–5 words):

Where and how will it be used?

Audience (location, age, interests, lifestyle):

Grading scale design examples: craigkunce.com/student-self-evaluation-forms/	Incomplete	Needs Improvement	Almost Client-Ready	Client-Ready
1. 10 Thumbnails / Sketches Get sketching! Create ideas for your infographic. Attach a copy. Hand-drawn or digital.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Presentations & Critiques —Professionally and influentially present your work • Present your completed infographic to class for critique and feedback	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Followed Instructions —Appropriate software & equip, specs, size, color mode, resolution, brand guidelines Production quality —is accurate, neat, clean, organized, and professional Content —You included enough design elements to deliver your message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Design elements effectively deliver your message to the audience? Each element listed below should harmonize with the others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design Style (Fits all other design elements listed here)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography (Is also legible)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color (Is also harmonious)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos / art / video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout / flow / timing / transitions / motion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repeatable design elements / brand assets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Ethics & Copyright You used copyright-free layouts, designs, fonts, photos, art, videos, and sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Final Project Presentation —Professionally and influentially present your work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Critique feedback from instructor and other students. How you can improve:

Reflection Questions

What are the three most important things you learned from this project?

- 1.
- 2.
- 3.

What three areas still need improvement?

- 1.
- 2.
- 3.

What three aspects of this project are you most proud of?

- 1.
- 2.
- 3.