

Educational Level:
HDR / Graduate research students

Subject Area (s)
Research training

Design Infographics for Research Visualisation



Rubric

	High Distinction	Distinction	Credit	Pass	Unsatisfactory
<p>Context, Focus and Purpose:</p> <p>The extent to which the infographic topic and message are clear, adequate, and easily understood; intended for the appropriate viewer</p> <p>Weighting 30%</p>	<p>The topic and key message of the infographic are exceptionally clear, easily understood and very compelling.</p> <p>At least four accurate facts are displayed in the infographics.</p> <p>Details are relevant and support the research scope.</p>	<p>The topic and key message of the infographic are very clear, easily understood, and compelling.</p> <p>At least three accurate facts are displayed in the infographics.</p> <p>Details are mainly relevant and support the research scope.</p>	<p>The topic and key message of the infographic are clear, somewhat understood, and somewhat compelling.</p> <p>At least two accurate facts are displayed in the infographics.</p> <p>Details are somewhat relevant and support the research scope.</p>	<p>The topic and key message of the infographic are somewhat unclear.</p> <p>Fewer than two accurate facts are displayed in the infographics.</p> <p>Details are not relevant and don't support the research scope.</p>	<p>The topic and key message of the infographic are not clear.</p> <p>No accurate facts are displayed.</p> <p>No details are provided.</p> <p>The communication is full of jargon and not tailored for the target audience.</p>

	Any jargon and terminology are skilfully tailored to target audience.	Any jargon and terminology are well-tailored to target audience.	Any jargon and terminology are adequately tailored to target audience	Communication of jargon and terminologies can be improved.	
<p>Graphics and Data Visualisation:</p> <p>The extent to which the data and graphic visualisations are accurate, relevant, and attractive.</p> <p>Weighting 30%</p>	<p>The graphics and data visualisation are exceptionally relevant and fully contribute meaning to the overall message.</p> <p>The visualisation of data is exceptionally creative and attractive.</p>	<p>The graphics and data visualisation are very relevant and mainly contribute meaning to the overall message.</p> <p>The visualisation of data is very creative and attractive.</p>	<p>The graphics and data visualisation are somewhat relevant and contribute meaning to the overall message.</p> <p>The visualisation of data is somewhat creative and attractive.</p>	<p>The graphics and data visualisation are presented but doesn't contribute meaning to the overall message.</p> <p>Raw data has been presented with no effort on visualisation.</p>	<p>The infographic consists of raw data, txt, and random graphics with no contribution to meaning.</p>
<p>Design and Visual Appeal:</p> <p>The extent to which the design, layout and visual appeal are utilised.</p> <p>Weighting 20%</p>	<p>Outstanding use of design, layout, colour, and space contribute to the meaningful communication.</p> <p>The design is exceptionally creative and original.</p> <p>Overall design is exceptionally harmonious and pleasing.</p>	<p>Very good use of design, layout, colour, and space contribute to the meaningful communication.</p> <p>The design is creative.</p> <p>Overall design is very well harmonious and pleasing.</p>	<p>Good use of design, layout, colour, and space aid the communication.</p> <p>The design is somewhat creative.</p> <p>Overall design is somewhat pleasing.</p>	<p>Fair use of design, layout, colour, and space aid the communication.</p> <p>The design is not creative.</p> <p>Overall design is good with some misleading elements.</p>	<p>Random (or no) use of design, layout, colour, and space detract from communication.</p> <p>Poor design and no design.</p>

<p>Mechanics:</p> <p>The extent to which the grammar, spelling and references are presented.</p> <p>Weighting 20%</p>	<p>Capitalisation and punctuation are correct throughout with no grammatical and spelling mistakes.</p> <p>References are presented in relevant format to the research field or organisation.</p>	<p>There is one error in Capitalisation and punctuation. There is one mistake in grammar and spelling.</p> <p>References are presented in relevant format to the research filed or organisation with one mistake.</p>	<p>There are two errors in Capitalisation and punctuation. There are two mistakes in grammar and spelling.</p> <p>References are presented in relevant format to the research filed or organisation with two mistakes.</p>	<p>There are few errors in Capitalisation and punctuation. There are few mistakes in grammar and spelling.</p> <p>References are presented in relevant format to the research filed or organisation with few mistakes.</p>	<p>There are many errors in Capitalisation and punctuation. There are many mistakes in grammar and spelling.</p> <p>References are not presented properly.</p>
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