

# Informative/Explanatory Writing Rubric

Score	Focus	Organization	Development	Language and Vocabulary	Conventions
4	Information is focused and clearly conveyed graphically.	Organization is clear and effective, creating a sense of cohesion.	Graphic includes applicable details and labels.	Labels clearly convey information, using precise language and/or domain-specific vocabulary.	Command of conventions is strongly demonstrated.
3	Information is adequately focused and generally conveyed graphically.	Organization is clear, through minor flaws may be present and some ideas may be disconnected.	Graphic includes adequate details and labels.	Labels adequately convey information; may include domain-specific vocabulary.	Command of conventions is sufficiently demonstrated.
2	Information lacks focus or includes unnecessary material; information is conveyed more textually than graphically.	Organization is inconsistent, and flaws are apparent.	Graphic displays insufficient use of details and labels.	Labels use excess wording and unevenly convey information; lacks domain-specific vocabulary.	Command of conventions is uneven.
1	Information may be confusing, unfocused, or insufficiently conveyed graphically.	Organization is poor or nonexistent.	Graphic has details and labels that are poor or nonexistent.	Labels are vague, unclear, or confusing and do not effectively convey information.	There is very little command of conventions.
0	Possible characteristics that would warrant a 0: <ul style="list-style-type: none"> <li>• no response is given</li> <li>• student does not demonstrate adequate command of creating an infographic</li> <li>• response is unintelligible, illegible, or off topic</li> </ul>				

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