

An Instructor's Guide to Infographics Assignments

LEARNING OUTCOMES

Through an infographics assignment, students may learn to...

Use a digital tool to share knowledge and resources

Digital Literacy

Find, select, use, and combine information from a range of sources

Creation

Curation

Engage critically and effectively with media and images

Communication

Communicate effectively through visuals and in writing

Critical Analysis

ASSIGNMENT DESIGN

Consider the following elements for Infographics assignment design

Rationale

Communicate the value of the assignment to students by identifying the intended learning outcomes

Scaffold

Support students to work progressively toward the infographic as a final product

Rubric

Communicate expectations and standardize assessment through a rubric

Reflection

A component that requires students to articulate learning or skills developed through the assignment

Peer Review

A component where peers evaluate and/or provide feedback on the infographics designed by their classmates

GRADING & ASSESSMENT

Common elements of infographic rubric design include:

Content

Accurate and detailed information is provided and supports the thesis/argument/purpose

Focus

All content (visual and textual) concisely complements the purpose of the Infographic

Organization

Information is systematically organized and supports readers' comprehension of the main message

Visual Appeal

Fonts, colours, layouts, & visual elements meaningfully contribute to the Infographics' ability to convey the overall message

Argument

The Infographic effectively informs and convinces the reader of its intended purpose or thesis

Citation

Full bibliographic citations are included for all sources referenced

Matrix S. & Hodson, J. (2014). Teaching with infographics: Practicing new digital competencies and visual literacies. *Journal of Pedgogic Development*, 4(2). <http://bit.ly/2xccclK>

Schrock K. (2012). *Infographic Rubric*. <http://bit.ly/2fMCxEB>

Texas Education Agency (2015). Rubric for infographic or poster. <http://bit.ly/2xU3Gvo>



An Instructor's Guide to Infographics Assignments by Lauren M. Anstey, copyright 2017 Teaching Support Centre, Western University is made available under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License