

Marking Criteria: Infographic

	Presentation: Appearance of infographic	Structure and content of research project	Knowledge; level of critical and independent thinking
Top 1: 90+ Outstanding. Scores very highly on all criteria	Visually engaging: imaginative use of graphics, which draws in and engages the viewer/reader. Gives a clear sense of themes and topics presented. Clear formatting and logical flow of text and images. Accompanying text is consistent and without errors.	The infographic has a very clear direction, focus and aim. It sticks tenaciously to a theme using imagery, materials and ideation imaginatively and creatively ties the physical to relevant theoretical, conceptual or topical themes.	The research behind the infographic should be thoughtful and well-considered. There should be clearly constructed arguments, supported by the graphics, which leave a powerful impact on the reader/viewer. A comprehensive and outstanding understanding of the topic.
High 1: 80+ Extremely high quality; scores very highly on all or almost all criteria.	Visually engaging, with a broad range and imaginative use of graphics, which draws in the viewer/reader. Gives a clear sense of themes and topics presented. Clear formatting and logical flow of text and images. Accompanying text is consistent and without errors	The infographic has a very clear direction, focus and aim. It sticks tenaciously to a theme using imagery, materials and ideation imaginatively and creatively ties the physical to relevant theoretical, conceptual or topical themes.	Excellent level of knowledge and understanding of the topic. Excellent background work, e.g. research design, theoretical underpinning. Excellent critical analysis and signs of independent and creative thinking. There should be clearly constructed arguments, supported by the graphics, which leave a powerful impact on the reader/viewer.
Good 1st: 70-79 Very high quality; scores highly on most criteria	Visually engaging. Good use of graphics, which clearly convey themes and topics presented. Clear formatting and logical flow of text and images. Accompanying text is consistent and without errors	The infographic has a very clear direction, focus and aim. It sticks to a theme using imagery, materials and ideation imaginatively and creatively ties the physical to relevant theoretical, conceptual or topical themes.	Excellent level of knowledge and understanding of the topic. Excellent background work, e.g. research design, theoretical underpinning. Some indications of critical thought and perhaps of an original take on the topic. There should be clearly constructed arguments, supported by the graphics, which leave a powerful impact on the reader/viewer.

Marking Criteria: Infographic

2.1: 60-69 Competent and effective work, which shows many or some of these qualities.	Visually engaging, with some imaginative graphics and accompanying text, although some aspects may be a limited. There is a clear theme running through the infographic, connecting image and text. Accompanying text is consistent and mainly without errors	The infographic has a clear direction and focus. It sticks to a theme using imagery, materials and ideation creatively alongside relevant theoretical, conceptual or topical themes.	Very good level of knowledge and understanding; very good background work, e.g. research design, theoretical underpinning. The infographic gives clear and well-constructed arguments, clearly connected to the imagery. There may be gaps in the student's knowledge, but it should be good overall. Some signs of critical thought. There may be some independent thought.
2.2: 50-59 Satisfactory and fairly competent work, which shows many or at least some of these qualities	Good and displays some imaginative use of graphics, albeit within a narrow framework. The theme running through the infographic, and connecting image and text, is largely clear. Accompanying text is consistent but may have some errors	The infographic lacks a clear layout but the imagery, materials and ideation contained are relevant. Text Attempts to explain relevance are made but may lack clarity. Images and text primarily relate to the topical themes of the research being presented	Good level of knowledge and understanding, although this may not be particularly broad or comprehensive. The infographic has a conherent, which is connected to the imagery Some sign that the student has thought through the research question or topic or theories.
3rd class: 40-49 Adequate or fair for an honours degree. Some or of all these qualities.	Satisfactory, but lacks imagination and the graphics are limited in scope. The themes and connections between text and image are unclear. Accompanying text may have errors and inconsistencies.	The infographic has no clear layout and some of the imagery, materials and ideation contained are repetitious or irrelevant. Text does not explain relevance clearly. Images and text primarily relate to the topical themes of the research being presented, but is limited in scope and depth.	An adequate level of knowledge, but student is not sufficiently well-informed; student will appear not to have done enough reading. There are no clear themes or arguments. Material is presented which has not been thought through. No supporting evidence.

Marking Criteria: Infographic

Close fail: 30-39% Unsatisfactory.	Insufficient and poor use of graphics. There is no coherent theme and the connections between text and graphic are unclear. Text is inconsistent and/or missing.	The infographic has no clear layout and many of the imagery, materials and ideation contained are repetitious or irrelevant. Text does not explain relevance or is missing in parts. Images and text only relate to the topical themes of the research being presented The project is very limited in scope.	Student shows insufficient knowledge and understanding. Limited signs of engagement with reading or topic. No supporting evidence. No sign of critical thought.
Clear fail: 20-29% Very poor.	Insufficient and poor use of graphics. There is no coherent theme. Accompanying text is inaccurate.	The infographic has no clear layout and most of the imagery, materials and ideation contained are repetitious or irrelevant. Text does not explain relevance or is missing in large parts. Images and text tangentially relate to the topical themes of the research being presented The project is extremely limited in scope.	Student has little or no real understanding of the topic.
Bad fail: 0-19 Completely unacceptable.	Very limited use of graphics and text. No identifiable theme.	Infographic has no layout and nearly all of the imagery, materials and ideation contained are repetitious or irrelevant. There is very little or relevant text. Overall the work is extremely limited in scope and/or number	No understanding or knowledge.