

Name _____ Date _____ Class _____

Earth from Space Unit Challenge: Reducing Our Ecological Footprint Rubric

Your challenge is to create an infographic that makes a well-supported argument about why we need to reduce consumption, with a minimum of one recommended way to do so.

Infographic Elements	Points
Title/Topic/Audience <ul style="list-style-type: none"> • The title is compelling and describes the topic. • The audience is specific. 	/2
Introduction to Topic <ul style="list-style-type: none"> • The text and/or visuals provide a logical transition into the main body and content. 	/2
Satellite Images <ul style="list-style-type: none"> • There is a minimum of two satellite images. • The images support the main idea/topic. • There are appropriate captions explaining the images, image keys, and/or units of measurement. • The image sources are included (name of the website, URL, “retrieved on” date). 	/4
Statistics and Text on Consumption/Topic <ul style="list-style-type: none"> • The text is concise and descriptive. • The statistics/facts are accurate and cited (include sources: website/book, link or book citation, date of publication or retrieval). • The statistics and facts are clear and easy to understand (everyday language and/or social math). 	/4
Other Visuals (Graphs/Photos/Icons) <ul style="list-style-type: none"> • The visuals support the statistics, text, and story. • The visuals match the text. • The visuals are cited and permitted for use (include sources: image address, copyright, credits, and so on). 	/4
Conclusions and/or Call to Action <ul style="list-style-type: none"> • There is a minimum of one action to reduce consumption suggested. • There is a brief summary of the main message. 	/4
Design Elements <ul style="list-style-type: none"> • An observer would be able to infer the message at a glance. • The text is readable (font style and size are clear) and limited. • There is a limited number of colors and abundant white space (the infographic is not too cluttered). • The visuals are appropriate and support the message. 	/6
Clear Messaging <ul style="list-style-type: none"> • The message and/or story is obvious. • There is a compelling argument to reduce consumption specifically directed to an intended audience. 	/6
Total	/32