

## Argumentative Essay and Infographic Rubric

Category	4	3	2	1
<b>Introduction</b>	The introduction is inviting, states the thesis, and provides an overview of the issue.	The introduction includes the thesis and provides an overview of the issue, but it is not inviting to the reader.	The introduction is missing either the thesis or the overview of the issue.	The introduction is missing.
<b>Content</b>	There is one clear, well-focused topic. Main idea stands out and is supported by detailed information. More than one claim from the opposing viewpoint is fully addressed. It is easy to discern which side the writer is on.	Main idea is clear but the supporting information is general. One claim from the opposing side is fully mentioned. It is easy to discern which side the writer is on.	Main idea is somewhat clear but there is a need for more supporting information. One claim from the opposing viewpoint is mentioned but not explained. The reader can probably guess which side the writer is on.	The main idea is not clear. There is a seemingly random collection of information. Missing are claims from the opposing viewpoint. The reader cannot even guess which side the writer is on.
<b>Support</b>	All supportive facts are reported accurately and cited correctly. Facts, statistics, and other evidence demonstrate thoughtful research	Almost all supportive facts are reported accurately and cited correctly. It is obvious that the writer somewhat researched the topic.	Most supportive facts are reported accurately and cited correctly. But, more research is needed to provide more facts, reasons, and evidence.	NO facts are reported OR most are inaccurately reported OR cited incorrectly. It is obvious that the writer did not research the topic.

<b>Word Choice</b>	All words are not emotionally charged. A variety of thoughtful transitions are used that clearly show how ideas are connected.	Most of the words are not emotionally charged. Transitions clearly show how ideas are connected, but there is little variety.	Some of the words are emotionally charged. Some transitions work well, but connections between other ideas are fuzzy.	The writer has used many emotionally charged words and phrases. The transitions between ideas are unclear or nonexistent.
<b>Conclusion</b>	The conclusion clearly restates the thesis and sums up the essay.	The conclusion somewhat restates the thesis and partially summarizes the topic.	The conclusion is missing either the restatement of the thesis or the summary of the topic.	The conclusion is missing.
<b>Mechanics</b>	There are no misspellings or grammatical errors.	There are two or fewer misspellings and/or mechanical errors.	There are three misspellings and/or grammatical errors.	There are four or more spelling or grammar errors.
<b>Images on the Infographic</b>	All graphics are related to the topic and make it easier to understand the topic.	All graphics are related to the topic and most make it easier to understand.	All graphics relate to the topic but lack in communication of ideas.	Graphics do not relate to the topic.
<b>Attractiveness</b>	Excellent use of font, color, and graphics complements the content.	Good use of font, color, and graphics complements the content.	Font, color, and graphics occasionally detract from the content.	Font, color, and graphics often distract from the content.