# RPW#33 Emerging Media in PTW
# Project Evaluation: InfoGraphic

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

**Project Evaluation**

| Total Points (200 possible) | # |
|---|---|
| Content (60 points possible) | # |
| Design (60 points possible) | # |
| Professionalism (40 points possible) | # |
| Revision (40 points possible) | # |

## Evaluation Criteria: Content
- **#** Memos are framed properly, provide appropriate context & discussion of the project. The final memo requests appropriate action regarding the accompanying project.
- **#** Title panel establishes the topic & framework for the infographic.
- **#** The infographic tells a complete, meaningful story about the core topic.
- **#** Each of the 3 content panels contributes a part of the larger story. Each panel effectively visualizes 3–5 data points in doing so.
- **#** InfoGraphic content is primarily visual in presentation, but implements contextualizing content & framing statements when appropriate & necessary.
- **#** Source panel provides detail necessary to trace the data implemented in infographic.
- **#** Content is well organized.

## Evaluation Criteria: Design & Delivery
- **#** Memos meet format & layout expectations for the genre.
- **#** InfoGraphic presented in a professional page design that effectively combines all 5 panels into a single document, & that coordinates textual & visual content.
- **#** InfoGraphic meets the design standards for the genre.

## Evaluation Criteria: Professionalism
- **#** Submission includes the required, properly labeled files in the appropriate formats & posted to the designated location.
- **#** Memo demonstrates appropriate professionalism & attention to detail.
- **#** InfoGraphic demonstrates appropriate professionalism & attention to detail.
- **#** Written content is grammatically sound & properly punctuated.
- **#** Written content is stylistically appropriate (economical, direct), & utilizes audience-appropriate terminology.

## Evaluation Criteria: Revision
- **#** Final submission demonstrates effective response to feedback on prototype.
- **#** Final submission represents continued, effective development of content & refinement of design.

## Evaluation Criteria Key
- **1** exemplary, minor flaws only
- **2** strong, much more successful than not
- **3** evident, would benefit from more revision
- **4** particularly weak, needs significant work
- **5** missing or greatly misunderstood
- **na** does not apply to this submission