

Infographics

Shortcode	Description
Color: Excellent	The colors for this design are well chosen with audience and current trends in mind. Color choices will ultimately say many things to the audience. They set the mood of the infographic, represent the subject and (hopefully) connect with the reader. The choices here reveal that you are searching for the perfect colors rather than using the most obvious colors, which might not suit your client.
Color: Weak	Consider how your color scheme here might reflect your topic and audience more intently. What colors represent the story here? What hues might better speak to the tastes and trends of your intended high school audience? If you are aiming at teens, are you using colors that they prefer? If you are aiming at adults, do their tastes match with your choices here. Colors are a key way to speak to your reader emotionally and stylistically.
Content: Bland	While the content of the graphic here does well to remain accurate, consider if there are more engaging facts to display visually. We hope to give the reader a preview of the story, but in a way that is energetic and using facts that are compelling. Be sure to think in-depth about the content that readers want in the graphic. What will pull them in?
Content: Good research	Great work of harvesting cogent details on the topic. This graphic does well at both identifying and answering the most relevant potential questions from the reader. Good job of remembering that being a graphic designer in the newsroom still means that you are a news person first.
Content: Needs editing	More work is needed to make the infographic smoothly and journalistically written. Check every infographic for AP style, sentence structure, spelling errors and simple typos. These errors can be more difficult to find within design programs. So, be sure to run your writing through a spelling and grammar checker plus an editor within the publication.
Content: Weak sources	The content of an infographic should have the same trustworthy rigor as the rest of the writing in your publication. Consider how the sources of your infographic could be improved. Are sources identified? Are sources trustworthy? Should the reader be drawing conclusions about the topic based on the sources you have consulted? How could information and sources be more complete and authoritative?
Content: Well edited	The writing here is well edited. Many infographics contain typos because the designer is more enamored with decoration than information. This graphic shows an editor's sensibility. Attention is paid here to AP style, sentence fluency, grammar and punctuation. Great job!
Design: Disorganized	The design of this infographic could be more organized for the reader. Consider the principle of modular design -- that all basic page elements can be contained in rectangular building blocks. Most newspaper front pages are built with modular design. Admittedly, these building blocks can lead to conservative if not boring designs. However, this method leads to clear organization.
Design: Excellent	This design showcases clean design: the way that the elements of the infographic are arranged creates a clean and clear presentation. Infographics can often appear cluttered either by using too much information or by not effectively arranging it. Nice work of having a clear concept and executing it without confusion for the reader.
Design: More dominance	Consider whether any of the elements of this design -- from headline to photos -- can truly be called "dominant." In designing infographics, it is easy to compromise on providing an impactful dominant image for the sake of including more information. Be careful to find the balance between a design with dominance and a design with content. Remember that designs with dominant images/elements have impact.
Design: Solid Organization	The design here showcases solid design principles to create a clear organization of the information. Nice work. Infographic design often hinges on modular design, but can become more sophisticated for more advanced designers. Consider how you might begin to become daring in your design, perhaps by beginning to break the "rules" of design. Or, perhaps by being even more aggressive in you design by testing the limits of those rules (for instance, designing with an intensely dominant image).
Typography: Excellent	In addition to the words chosen for your infographic, the way that you style those words matters greatly. The use of typography is excellent here. You are speaking to your audience by using font(s) that they prefer. And the styling of the font(s) is elegant and detailed. Congratulations of elegant use of typography.
Typography: OK	Remember all of the various adjustments that you can make to typography. Not only should you choose a font family that speaks to the publications style and the audience's taste, but you should also play with other typography variables. Consider boldness, italics, kerning, leading and especially the relative sizing of the type. Each of those variables signals to the reader what pieces of typography are most important.
Typography: Weak	While the wording of your infographic is important, the way that you design the words of your infographic is also important. The design here could do a better job of representing both what your audience prefers (what font family represents your audience's taste) and your story's topic (what is the tone and importance of this story). Of course, once those choices are made, there are more detailed decisions to make regarding styling. Try to tinker more with typography in the future, with both your audience and story in mind.
Use of Space: Excellent	Using space within an infographic is a delicate balance between providing lots of information for the reader, but yet giving the reader relief with properly spaced white space (or negative space). This graphic strikes that balance well. Usually, that kind of effective use of space comes hand-in-hand with a well-planned concept before sitting down at the computer. Nice work!
Use of Space: Solid	The use of space here is solid but could use some improvement. Consider how you are using space here. Does the reader have all of the information that they would need at the expense of some relief in the form of white space? Or the opposite: does the reader have so much un-used space that leaves them wanting for information? When planning your graphic (and therefore your use of space) always consider what your audience would want.
Use of Space: Weak	The use of space here needs improvement for the sake of your reader. Are there portions of your infographic that seem either too full or very empty? Are there portions that seem overwhelmed with information or vice versa? Also, consider how well you are also establishing consistency with your internal margins (space between page elements).

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Visuals: Excellent	The use of visuals here shows that your graphic is showcasing important storytelling images in the most compelling way. The key advantage of an infographic is the ability to be both verbal and visual. This infographic takes full advantage of the visual potential of infographics. If visuals are more likely to attract the reader's eye, this infographic should be a solid entry point for viewers on the page or screen.
Visuals: Solid	The visuals here are well chosen, but consider how they could be more effective. Consider how images might be showcased more effectively through cropping, cut-out backgrounds and other effects. Consider how icons could be used to help navigate the infographic more effectively. And also think about how graphs and charts might better be used to organize the information for the reader. However, this is a solid job that clearly shows the visuals in an informative way.
Visuals: Weak	The visuals could be improved to help the audience understand the topic and the content of the infographic. Consider the menu of possible visual possibilities: 1) photo and illustrations; 2) charts, graphs and tables; 3) icons to help navigate the graphic. Which visuals did you employ here? Which could you better employ? How?