

Name:

Date:

Class:

Infographic Directions and Rubric

Objective: You will act as part of a team specializing in research and public communication that is consulting with Cass County Vector Control on a public awareness campaign. You are tasked with creating an infographic on a specific mosquito-borne illness. Use sources from at least two of the organizations listed below when creating your infographic. Make sure to include information on the following topics:

- Regions of the world where this illness is common
- Symptoms of the illness
- Preventive strategies
- Treatments and vaccines

[Medical Diseases & Conditions – Mayo Clinic](#)

[National Institutes of Health \(NIH\) | Turning Discovery Into Health](#)

[World Health Organization \(WHO\)](#)

Tips for creating an effective infographic:

- Keep it simple: Make sure your infographic is easy to understand by using clear language.
- Use visuals: Include images and/or charts to support your information. Visuals can help people make sense of data.
- Organize your content: Your content should be divided into sections or categories and arranged in an order that helps readers to understand patterns and trends.
- Highlight key points: Emphasize important information using bold text, different colors, or larger fonts. This can draw attention to the main ideas.
- Add white space: Leave some empty space to give it a clean and uncluttered look, making it easier to read and understand.
- Tell a story: Structure your infographic like a narrative, with a clear beginning, middle, and end.
- Check for accuracy: Double-check your facts and data to ensure they are accurate and up to date. Inaccurate information can undermine the credibility of your infographic.
- Test readability: Before submitting your infographic, ensure that all team members have had an opportunity to review and approve your final product. Your infographic should be easily understandable by people who are not familiar with the topic.

Once you have completed your infographic, you should spend time familiarizing yourself with the contents. You will be responsible for answering any questions that stakeholders might have regarding your infographic during the gallery walk.

Use the rubric on the next page to guide you in creating your infographic.

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Infographic Rubric – 12 points possible

Criteria	Good (3)	Fair (2)	Needs Improvement (1)
Common Regions	The infographic provides sufficient information about the regions where the illness is common.	The infographic provides limited information or inaccuracies about the regions where the illness is common.	The infographic lacks information or provides incorrect details about the regions where the illness is common.
Symptoms	The infographic provides a clear overview of the symptoms associated with the illness.	The infographic provides limited or incomplete information about the symptoms associated with the illness.	The infographic lacks information or provides incorrect details about the symptoms associated with the illness.
Preventive Measures	The infographic provides sufficient information about the preventive measures individuals can take to avoid the illness.	The infographic provides limited or incomplete information about the preventive measures individuals can take to avoid the illness.	The infographic lacks information or provides incorrect details about the preventive measures individuals can take to avoid the illness.
Treatments	The infographic provides sufficient information about the available treatments for the illness.	The infographic provides limited or incomplete information about the available treatments for the illness.	The infographic lacks information or provides incorrect details about the available treatments for the illness.