



Infographic Rubric

Use this rubric to ensure your Discover Financial Services infographic includes all required elements.

	3	2	1
Job Role / Sub-Cluster & Career (Banking, Insurance, Accounting, and Securities & Investments)	One specific job role from one of the financial services careers sub-clusters is highlighted.	A financial services sub-cluster is identified, but infographic may not include a specific role in that area.	The overall field of financial services is included.
Consumer Services (Jobs and Responsibilities)	A thorough explanation of what service the chosen career provides to the consumer is included.	The overall explanation included general services, but may lack specific details about specific jobs or services.	Some general information about financial services is included.
Knowledge, Skills, & Abilities (Education and Training)	Required education, certifications, and skills needed to be an expert in the chosen field is included.	Some job requirements are included.	Minimal requirements are included.
Current Trends/ Future Outlook (Salary, Job Growth)	National AND local salary averages and job growth potential are included.	National OR local salary averages and job growth potential are included.	Future outlook or salary averages are included.
Local Institutions & Companies (Opportunities)	Local colleges or universities and companies are represented to demonstrate an education path and career placement potential.	Either a local institution or company is included, but not both.	Some information about a career path is included.
Data Accuracy (Research)	All data presented is accurate and well-researched.	Good research that includes most required elements.	Some research, but missing key elements.
Clarity & Conciseness	The infographic is easy to understand at a glance. The focus is on the most important takeaways and uses clear, concise language	Overall, good use of visuals and organization.	Some visuals and organization, but lacks clarity or is disorganized.
Descriptive Title & Subheadings	A descriptive title and subheadings are used and helps the audience understand the main point of the infographic. (Most important labels are larger to attract the attention of the viewer.)	Titles and subheadings are included to label the content areas.	Design lacks titles or subheadings.
Consistent Design	A consistent, thematic color scheme, font choices, and layout enhances the overall visual appeal of the infographic.	Some mixing of colors, fonts, and layout occurred, making the design somewhat inconsistent.	Too many mixes of styles and colors. Inconsistent design.
Engaging Visuals	A variety of visuals like charts, graphs, icons, and illustrations make the information more appealing and memorable.	Some use of visuals.	Lacking visuals to communicate messages.
Total= ___/30 points			