

Y1 CSI – TBL tApp
Group Infographic Assessment Form
Language Matters

	Total Marks	Below Expectations 1	Borderline 2	Meets Expectations 3	Above Expectations 4	Outstanding 5
TASK 3 – Key Messages and Rationale & Evidence for the Messages						
<p>1. Visual depiction of key messages</p> <p>The infographic was visually engaging. Messages were well presented with good readability.</p>	5	<p>Visual tools do not convey the key messages to target audience.</p> <p>Poorly laid out.</p> <p>Multiple typographical or formatting errors or poor readability.</p>	<p>Reasonable looking poster however the visual tools do little to reinforce the key messages.</p> <p>Some typographical or formatting errors.</p>	<p>Use of layout, icons/ images and font is visually engaging but also aligns with key messages.</p> <p>Readability could be improved in places. Infographic demonstrates attention to detail and presentation.</p>	<p>Use of layout, icons/images and font is very visually engaging but also aligns with key messages.</p> <p>The infographic demonstrates close attention to detail and presentation. It immediately attracts attention with a high level of readability.</p>	<p>Excellent use of layout, icons/images and font which is highly visually engaging and reinforces key messages.</p> <p>The visual presentation is professional and sophisticated.</p>
<p>2. Articulation of key messages chosen</p> <p>The infographic identifies 2 – 3 pertinent messages in relation to promoting better communication with people with diabetes and about diabetes. The messages demonstrate an understanding of the learning covered in the Language Matters Diabetes Workshop</p>	5	<p>Up to 3 messages but with little relevance to a Language Matters campaign.</p> <p>No clear target audience identifiable.</p> <p>Little or no demonstration of understanding of the impact of language on people with diabetes and confidence and ability to self-care.</p>	<p>2-3 messages but with weak/indirect relevance to a Language Matters campaign.</p> <p>Target audience identifiable but messages of little relevance.</p> <p>Understanding of the impact of language on people with diabetes and confidence and ability to self-care inconsistently demonstrated.</p>	<p>2-3 messages clearly relevant to Language Matters campaign.</p> <p>Target audience identifiable and messages clearly relevant to this audience.</p> <p>Demonstrates good understanding of the impact of language on people with diabetes and confidence and ability to self-care.</p>	<p>2-3 messages very relevant to a Language Matters campaign.</p> <p>Target audience identifiable and messages very relevant to this audience.</p> <p>Messages demonstrate creative thinking (i.e. go beyond messages in preparatory reading material). Demonstrates very good understanding of the impact of language on people with diabetes/ confidence and ability to self-care.</p>	<p>2-3 messages very relevant to a Language Matters campaign.</p> <p>Target audience identifiable and messages highly relevant to this audience.</p> <p>Messages demonstrate original and creative thinking (i.e. go beyond messages in preparatory reading material). Demonstrates excellent understanding of the impact of language on people with diabetes</p>

		Little or no demonstration of engagement with the stories shared by people with diabetes at the Language Matters Diabetes Workshop	Some demonstration of engagement with the stories shared by people with diabetes at the Language Matters Diabetes Workshop	Good demonstration of engagement with the stories shared by people with diabetes at the Language Matters Diabetes Workshop	Very good demonstration of reflection on the stories shared by people with diabetes at the Language Matters Diabetes Workshop	and confidence and ability to self-care. Excellent demonstration of reflection on the stories shared by people with diabetes at the Language Matters Diabetes Workshop
3. Annotation of the rationale behind the messages selected The infographic demonstrates independent research and analysis and reflection relating to the issues raised. Information and messages are being presented in an innovative way and demonstrate reflection on the impact of communication on the healthcare experiences of people living with diabetes.	15	There is very little or no rationale presented to support the choice of the messages. Little or no evidence of independent research or reference to external resources that are of little or no relevance to the messages being conveyed in the infographic. The poster demonstrates little, or no reflection or analysis of the language and communication issues raised in the Language Matters Diabetes Workshop.	The rationale is poorly articulated and fails to be persuasive. Some evidence of independent research but reference to external resources is of only limited relevance to the messages being conveyed in the infographic. The poster demonstrates some limited reflection/analysis of the language and communication issues raised in the Language Matters Diabetes Workshop.	The rationale is well articulated and is persuasive. Clear evidence of at least one area of independent research that is pertinent to the messages being conveyed in the infographic. The poster demonstrates reasonable reflection/analysis of the language and communication issues raised in the Language Matters Diabetes Workshop.	The rationale is very well articulated and is persuasive. Clear evidence of more than one area of independent research that are pertinent to the messages being conveyed in the infographic. The poster demonstrates very good reflection/analysis of the language and communication issues raised in the Language Matters Diabetes Workshop. The reflection/analysis demonstrates some evidence of original/creative thinking.	The rationale is articulated excellently and is persuasive. Clear evidence of more than one area of independent research that are highly pertinent to the messages being conveyed in the infographic. The poster demonstrates excellent reflection/analysis of the language and communication issues raised in the Language Matters Diabetes Workshop. The reflection/analysis demonstrates strong evidence of original/creative thinking

TASK 4 – Identifying and Overcoming Barriers

4. Visual presentation in relation to engaging target audience Images and graphics were well chosen and appropriate to the target audience. They reinforced/	5	Images and graphics are not appropriate for the target audience. They do not reinforce or enhance the key messages in an appropriate way.	Images and graphics are not particularly well chosen for the target audience. They do not specifically reinforce or enhance the key messages.	Images and graphics are well chosen for the target audience. They reinforce or enhance the key messages.	Images and graphics are very well selected and are chosen for the target audience. They specifically reinforce and enhance the key messages.	Excellent selection of images and graphics are clearly chosen to appeal to the target audience. They exceptionally reinforce and enhance the key messages.
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enhanced the messages in the infographic.						
<p>5. Annotation: Identification of the barriers to reaching the target audience</p> <p><i>Thorough reflection on the barriers that might prevent the target audience from engaging with the issues relating to the Language Matters campaign and from thinking about the language used when communicating with people with diabetes and about diabetes. To gain high marks, the discussion should include evidence from the literature and learning resources as well as reflection on the workshop itself.</i></p>	10	The infographic annotations demonstrate little or no understanding of the motivators and challenges that will affect the target audience's likelihood of engaging with the messages in the infographic.	The infographic annotations demonstrate a limited understanding of the motivators and challenges that will affect the target audience's likelihood of engaging with the messages in the infographic.	The infographic annotations demonstrate a reasonable understanding of the motivators and challenges that will affect the target audience's likelihood of engaging with the messages in the infographic.	The infographic annotations demonstrate a very good understanding of the motivators and challenges that will affect the target audience's likelihood of engaging with the messages in the infographic.	The infographic annotations demonstrate an excellent understanding of the motivators and challenges that will affect the target audience's likelihood of engaging with the messages in the infographic.
<p>6. Annotation: Overcoming the identified barriers</p> <p><i>Discussion of how the infographic overcomes barriers to engaging with the issues and improving the language used when talking with or about people with diabetes. To gain high marks, the discussion should include evidence from the literature and learning resources as well as reflection on the workshop itself.</i></p>	10	The infographic annotations demonstrate little or no consideration or understanding of the ways that the barriers to the target audience can be surmounted. It is unlikely that the infographic will motivate the reader to even think about the language they use in relation to diabetes.	The infographic annotations demonstrate limited consideration or understanding of the ways that the barriers to the target audience can be surmounted. It is unlikely that the infographic will motivate the reader to improve the language they use in relation to diabetes.	The infographic annotations demonstrate good consideration and understanding of the ways that the barriers to the target audience can be surmounted. It is likely the infographic will motivate a significant proportion of readers to improve the language they use in relation to diabetes.	The infographic annotations demonstrate very good consideration and understanding of the ways that the barriers to the target audience can be surmounted. It is likely the infographic will motivate the majority of readers to improve the language they use in relation to diabetes.	The infographic annotations demonstrate excellent consideration and understanding of the ways that the barriers to the target audience can be surmounted. It is very likely the infographic will motivate the majority of readers to improve the language they use in relation to diabetes and also to promote the messages in the infographic to their peers.