

ECON7760 Infographic and Presentation Task Sheet

Instructions:

This assessment item requires you to create an infographic poster (20%) and video presentation (15%). Students must submit both components of the assignment to be eligible for marks. Your infographic must answer the following question.

Infographic Topic:

Create an engaging and informative infographic poster that critically evaluates the expansion of emissions trading schemes (ETS) globally. Provide insights into the economic implications.

As part of the task, **you must record a 2–3-minute presentation** on the infographic explaining the purpose and analysis provided by the infographic. **Students are required to be physically and clearly visible in the recording.** We recommend using Zoom, Microsoft Teams, or the Record function in PowerPoint to record your infographic presentation to ensure your face is visible in the recording. *Your infographic can be designed in Word, PowerPoint or using online tools but the poster must be submitted as a PDF format.*

The assignment must be submitted electronically through the Online Submission links in the Assessment section of the Course Blackboard site. There is one submission portal for the infographic and one for the video.

Penalties will be applied for speaking too quickly in the recording and/or for exceeding 3 minutes maximum.

Deadline for Submission: 15th September, 3pm

Tips:

- Do your research before designing your infographic. Think about the key points you want to convey. Don't forget the elements of economic analysis that are required.
- Ensure that your infographic/slide provides a cohesive picture of the problem and effectively convey your critical assessment.
- Do not rely solely on lecture notes. You are required to research and evidence your claims using appropriate sources.
- Review the rubric provided on the Blackboard website. This is what you will be marked against.

Criteria	Exceptional (7)	Advanced (6)	Proficient (5)	Functional (4)	Developing (3)	Absent – Minimal (1 -2)
Infographic Poster						
Economic Analysis (40 marks)	<p>The infographic:</p> <ul style="list-style-type: none"> Clearly presents key economics concepts with exceptional accuracy and depth relevant to the task. Demonstrates a comprehensive knowledge of the economic theory and models underlying ETS and is effectively applied to climate policy. Purports a convincing and insightful economic argument supported by research. Provides useful and insightful policy recommendations. 	<p>The infographic:</p> <ul style="list-style-type: none"> Clearly presents key economics concepts relevant to the task. Demonstrates sound knowledge of the economic theory and models underlying ETS and is effectively applied to climate policy. Purports a convincing and insightful economic argument supported by research. Provides an attempt at providing insightful policy recommendations. 	<p>The infographic:</p> <ul style="list-style-type: none"> Clearly presents some economics concepts relevant to the task. Demonstrates knowledge of the economic theory and models underlying ETS but may not be clearly applied to climate policy. Attempts a convincing economic argument supported by research. Provides an attempt at providing insightful policy recommendations. 	<p>The infographic:</p> <ul style="list-style-type: none"> Attempts to present some economics concepts but they are not all relevant to the task. Demonstrates some knowledge of the economic theory and models underlying ETS but may not be clearly or correctly applied to climate policy. Attempts a convincing economic argument supported by research. Does not make an attempt to discuss policy insights. 	<p>The infographic:</p> <ul style="list-style-type: none"> Attempts to present some economics concepts that are not relevant to the task. Does not apply economic theory and models underlying ETS to climate policy. Does not adequately link climate policy to economic theory. Does not make an attempt to discuss policy insights. 	<p>The infographic:</p> <ul style="list-style-type: none"> Is missing economic concepts. Is Missing economic theory. Does not develop an economic argument. Is missing policy insights.
Understanding of topic (30 marks)	<p>The infographic:</p> <ul style="list-style-type: none"> Effectively synthesises the issue of climate change. Effectively covers all required points with clear detailed critical evaluation of the issue of climate change. 	<p>The infographic:</p> <ul style="list-style-type: none"> Synthesises the issue of climate change. Covers all required points with an analysis of the issue of climate change. References are used to demonstrate original research beyond 	<p>The infographic:</p> <ul style="list-style-type: none"> Synthesises the issue of climate change. Covers most of the required points with some critical analysis of the issue of climate change. References are used to support most 	<p>The infographic:</p> <ul style="list-style-type: none"> Outlines the issue of climate change. Covers some of the required points and a description of the issue of climate change. Uses some evidence effectively to 	<p>The infographic:</p> <ul style="list-style-type: none"> Presents some issues of climate change. Covers some of the required points and a limited description the issue of climate change. Rarely uses evidence, or often uses it 	<p>The infographic:</p> <ul style="list-style-type: none"> Is missing the main issues relating to climate change. Is missing the required points. Is missing evidence in the paper to support any explanations.

	<ul style="list-style-type: none"> References are expertly used to demonstrate original research beyond course materials with no errors. 	course materials with one or two errors.	explanations, with some minor errors.	support some explanations.	inappropriately or inaccurately	
Data Visualisation (15 marks)	<p>Data used in the infographic:</p> <ul style="list-style-type: none"> Is displayed using a variety of appropriate and effective visualisation methods (charts, graphs, maps) that enhance understanding and story. 	<p>Data used in the infographic:</p> <ul style="list-style-type: none"> Is displayed using a variety of suitable methods of visualisation that aids comprehension of the story conveyed. 	<p>Data used in the infographic:</p> <ul style="list-style-type: none"> Is displayed using some suitable methods of visualisation that aids comprehension of the story conveyed. 	<p>Data used in the infographic:</p> <ul style="list-style-type: none"> Is displayed using a basic method of visualisation that conveys some information. 	<p>Data used in the infographic:</p> <ul style="list-style-type: none"> Is minimal and does not convey information effectively. 	Data visualizations are absent
Design and Creativity (15 marks)	<p>The infographic:</p> <ul style="list-style-type: none"> Is visually appealing, effectively using design elements (colour, layout, typography) to enhance understanding and engagement. 	<p>The infographic:</p> <ul style="list-style-type: none"> Is visually appealing, using some design elements (colour, layout, typography) to enhance understanding and engagement. 	<p>The infographic:</p> <ul style="list-style-type: none"> Has an acceptable design to highlight key points. 	<p>The infographic:</p> <ul style="list-style-type: none"> Has an acceptable design but could have made improvements to visual elements to enhance understanding and engagement. 	<p>The infographic:</p> <ul style="list-style-type: none"> Has a basic design which may somewhat detract from the key issue. 	<ul style="list-style-type: none"> Is missing a design relevant to infographics.

Criteria	Exceptional (7)	Advanced (6)	Proficient (5)	Functional (4)	Developing (3)	Absent – Minimal (1 -2)
Video Presentation						
Communication (60 marks)	<p>The video presentation provides:</p> <ul style="list-style-type: none"> a comprehensive summary of the infographic. The flow of discussion provides context to approach to research and design of infographic. Main points that are clearly emphasized, effectively placed, and presented showing deep consideration of the topic. 	<p>The video presentation provides:</p> <ul style="list-style-type: none"> a clear summary and is logically structured. Main points that are, effectively placed, and presented. 	<p>The video presentation:</p> <ul style="list-style-type: none"> follows that generally structured. Communicates main points that are suitably placed and presented. 	<p>The video presentation:</p> <ul style="list-style-type: none"> is generally structured but with some transitions not that are not clear to the audience. Communicates main points but although better placement and presentation of points would enhance understanding for the audience. 	<p>The video presentation</p> <ul style="list-style-type: none"> is loosely structured. Includes some main points but they are not always clear. Placement and presentation of points sometimes interfere with understanding. 	<p>The video presentation is poorly structured. Main points are not clear.</p>
Delivery (40 marks)	<ul style="list-style-type: none"> Clear delivery and articulation that engages the audience and demonstrates a high level of confidence on the infographic topic. Appropriate volume and steady pacing. No reading off notes. 	<ul style="list-style-type: none"> Clear articulation and delivery of details of infographic. Appropriate volume and steady pacing. No reading off notes. 	<ul style="list-style-type: none"> Clear articulation and delivery of details of infographic. Appropriate volume and steady pacing. Some reading off notes. 	<ul style="list-style-type: none"> Delivery is sometimes uneven, leading to inconsistent audience engagement. Some parts are too fast making it difficult for the audience to comprehend. Some reading off notes. 	<ul style="list-style-type: none"> Little or no expression, inconsistent delivery rate, Reading off notes. 	<ul style="list-style-type: none"> Speech is inaudible, too loud, or too fast. Speaker seems uninterested or uses a monotone voice. Reading off notes.

