Data Visualization Showcase Submission Rubric

Name:
Title:

| Score | Impact

Poster design aspects, colors/patterns, grammar, spelling, dimensionality, readability, neatness. | Storytelling

How clear is the message? How well is the story told? | Technical Aptitude

Technical Aspects appropriate use of statistical methods, calculations, and interpretation. | Creativity

Topic is interesting, engaging, and exciting to read. Data or choice of visualization is unique. |
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| **3** | Poster uses colors/patterns well. Correct grammar and spelling are used. Poster is neatly constructed, including good use fonts, pictures, and extras. Addresses multiple dimensions of the question or problem. Readable and neat. The overall display is eye-catching but retains statistical substance | The visualization leads to the conclusion on a path that is easy to follow. The results are immediately obvious to the viewer. | Graphs are appropriate for the question asked and the data used. Graphs are correctly constructed. | Shows creative thought in topic, graph design, or use of data. Data visualization is appropriate to answers/display an important topic. |
| **2** | Use of more or different colors/patterns, would vastly improve the appeal of the poster. Minor grammar and/or spelling mistakes. Addresses multiple dimensions of a question. Readability or neatness detract from the overall appeal of the poster. | The overall message of the visualization can be understood. The path to the conclusion isn't easy to follow or is misleading. | Significant gap exists in the demonstration of understanding of the graphs, or how the graphs relate to the purpose of the poster. | Overall subject is interesting. Some creativity, but data or choice of visualization is commonly used. |
| **1** | The poster isn't consistent with colors or patterns and has multiple grammar and/or spelling errors, so much so that it severely distracts from the poster. The poster is unidimensional. Major neatness or readability issues. | The visualization is difficult to comprehend or follow. The message is not clear and leads to the wrong conclusion. | The displays are inappropriate or incorrect for the research question and data types (i.e., 3-D bar charts and pie charts where third dimension is unnecessary or visually misleading). | The poster demonstrates little or no creativity. Improper use of data or visualization. |

Overall comments: