Rubric for data viz

Class sourced

1. Context
   1. Clear labeling, titles, Caption in or below figure
   2. Story is clear
   3. Is the figure choice appropriate for the audience
   4. Citing sources/links to
2. Technology
   1. Correct graph use
   2. Proportional ink rule satisfied
   3. Proper scales on axes
   4. Consistent binning, accurate over time comparisons
3. Creativity
   1. Aesthetically pleasing - should be thoughtful or sensitive to the data/story/context
   2. Not data viz duck - visualization tells story, doesn’t distract from story