

Data Viz Final Project Rubric

Student:

Topic:

EXAM LIGHTENING SLIDE PRESENTATION:

	Excellent	Good	Satisfactory	Needs work	Not present
DELIVERABLES: Slide is in your Data Viz Journal folder	2				0
Layout: Is your slide visually pleasing and clear without much additional explanation?	6	4	2	1	0
Question: Are the questions explored in your subtopic clear to your audience?	6	4	2	1	0
Labeling: Are the titles, labels, and legends clear and easy to understand?	6	4	2	1	0
Take-home messages: Does your slide provide clear and accurate communication of the key conclusions from the figures?	6	4	2	1	0
Citations: Did you cite the data source and credit any additional images or key information used?	3	2	1	0.5	0
Final product: Does your slide “standalone” and communicate a message with data that is understandable without additional explanation?	3	2	1	0.5	0
Elevator pitch: Did you prepare a concise and effective 2 – 3 minute description of your investigation and conclusions?	6	4	2	1	0
Participation: Did you engage with other presenters and ask questions?	12	8	4	2	0
<i>TOTAL PRESENTATION SCORE (out of 50):</i>					

Comments:

Source: Grayson, K., Hilliker, A. (2021). [Teaching Data Viz and Communication as an Undergraduate Biology Course: Assignments and Projects. Calling Bull - a resource sharing and teaching community](#), QUBES Educational Resources. [doi:10.25334/5C87-YE71](#)

Teaching materials from a co-developed for an upper-level undergraduate biology course at University of Richmond to teach data exploration and communication.

WRITTEN ANALYSIS:

Concept/requirement	Excellent	Good	Satisfactory	Needs work	Limited work/ Not present
DELIVERABLES: In a “Final Project” sub-folder within your Data Viz Journal folder , include your markdown PDF, a folder with PDFs of scientific literature cited, and your slide. Your markdown script must be on R Studio Cloud. If you used Tableau, the workbook and dataset(s) should be uploaded to Tableau Online	5	4	3	2-1	0
Formatting: Is your Markdown document easy to read and well formatted? Are all code and comments fully visible on the page?	5	4	3	2-1	0
Code Annotation: Is your code reproducible and easy to understand? Your code must contain clear concise annotation. Longer explanations of code can be included in either in markdown text and/or annotations within code chunks	5	4	3	2-1	0
Background section: Do you have an informative title? Do you set the stage for your data story?	10-9	8	7-6	5-4-3-2-1	0
Data details: Do you cite your data source and provide relevant details on the information it contains, how it was collected, and where it was accessed from?	5	4	3	2-1	0
Questions: Are the goals of your data exploration and research questions clearly presented?	5	4	3	2-1	0
FIGURE 1: Do you create a beautiful and interesting visualization that addresses one of your questions with an appropriate chart type? Do your stylistic choices create a visualization that is clear and easy read in regards to labels and color and symbology choices?	15-14	13-12	11-10	9-8-7-6	5-4-3-2-1
FIGURE 2: Do you create a beautiful and interesting visualization that addresses one of your questions with an appropriate chart type? Do your stylistic choices create a visualization that is clear and easy read	15-14	13-12	11-10	9-8-7-6	5-4-3-2-1
Data Analysis: Do you include a clear and thoughtful explanation of the trends and conclusions from the data? Do you discuss any strengths or weaknesses in the data collection? Do you discuss new questions raised by your data?	10-9	8	7-6	5-4-3-2-1	0
Design Analysis: Do you include a description of your aesthetic choices and visualization principles you followed in creating your figures? And reference tutorials or code sourced online?	10-9	8	7-6	5-4-3-2-1	0
Discussion: Do you compare your data to the current view of the topic from the literature (at least 3 papers)?	10-9	8	7-6	5-4-3-2-1	0
REFERENCES and CITATIONS: Include a References Cited section where all sources are cited using APA style. Are references properly cited in your written text?	5	4	3	2-1	0
TOTAL WRITTEN SCORE (out of 100):					

Comments: